

Matias Cruz

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SUMMARY

Web optimization analyst with four years of experience improving technical SEO, digital analytics, WordPress administration, and content discoverability across decentralized organizations. Skilled in **Google Search Console**, **Google Analytics**, **Screaming Frog**, structured data, schema.org, crawl diagnostics, redirects, canonicalization, internal linking, and page performance analysis. Supports WordPress multisite environments and translates technical findings into practical guidance for communications teams and distributed content owners. Working knowledge of HTML, CSS, PHP, Apache, .htaccess, MariaDB, MySQL, and **files first environments** supports safe implementation and thoughtful escalation. Builds phased roadmaps, training resources, documentation, reporting frameworks, and GEO practices that connect measurable search visibility with sustainable content operations. Ready to contribute careful analysis, practical support, and collaborative project delivery in a mission focused academic setting.

EXPERIENCE

SEO and Web Optimization Analyst July 2024 - Present
Lakeview University Madison, WI

- Lead technical SEO and content discoverability across a decentralized university web portfolio, supporting WordPress multisite, legacy static content, analytics reporting, editor training, and phased optimization planning.
- Audited university search visibility with Search Console, Analytics, Screaming Frog, and **competitive analysis** data.
 - Built phased optimization roadmaps linking crawl findings, audience demand, editor capacity, and communications priorities.
 - Implemented canonical tags, redirects, internal links, heading corrections, and **schema.org** markup within **WordPress multisite**.
 - Diagnosed broken links, duplicate pages, crawl barriers, and performance concerns before **server configuration** review.
 - Created editor workshops, **office hours**, and **WordPress** guides that improved content structure across departments.
 - Reported organic search trends and AI answer visibility observations for communications leadership decisions.

Web Analytics and WordPress Specialist September 2022 - June 2024
Harborline Digital Cooperative Rockford, IL

- Managed SEO analysis and WordPress support for education and nonprofit sites, connecting analytics findings with page structure, templates, structured data, and practical guidance for varied content teams.
- Investigated traffic changes, **indexing** gaps, competing pages, and visibility opportunities with Analytics and Search Console.
 - Configured redirects, **canonicalization**, internal links, templates, and **structured data** across shared WordPress components.
 - Escalated PHP and **Apache** issues with clear documentation for senior developers and infrastructure partners.
 - Supported multisite editors through **page building**, template troubleshooting, and plain language recommendations.
 - Applied HTML and CSS updates while reviewing **MariaDB** and MySQL backed application behavior.
 - Produced training guides and optimization checklists that standardized support intake, testing, and follow through.

PROJECTS

University Search Visibility Roadmap 📅 2024
Created a phased roadmap connecting technical SEO findings, audience demand, editor capacity, and reporting priorities across a decentralized university web portfolio.

Multisite Content Support Program 📅 2023
Developed practical training guides, office hours, and troubleshooting resources that helped distributed editors manage WordPress pages and content structure.

LEADERSHIP & AWARDS

- Recognized by university communications partners for practical SEO guidance and clear reporting during roadmap planning.
- Selected by digital teams to create reusable WordPress training materials and support documentation for distributed editors.
- Entrusted with cross functional coordination among communications, web strategy, design, and technical stakeholders.

EDUCATION

Bachelor's Degree in Information Science 2022
University of Wisconsin Milwaukee GPA: 3.7 Milwaukee, WI
Coursework: Technical SEO, Web Analytics, Database Systems, Information Architecture

CERTIFICATIONS

- Google Analytics Certification 📅 2025
- Technical SEO Certificate 📅 2025

TECHNICAL SKILLS

- **Search Analytics:** Google Search Console, Google Analytics, Rank tracking
- **Crawl Analysis:** Screaming Frog, Crawl diagnostics, Index coverage
- **WordPress Platforms:** WordPress, WordPress multisite, Themes
- **Web Markup:** HTML, CSS, Schema.org
- **Server Technologies:** Apache, .htaccess, Files first environments
- **Programming:** PHP, Templates, Application layers
- **Database Systems:** MariaDB, MySQL, Database backed applications
- **Technical SEO:** Canonicalization, Redirects, Internal linking
- **Content Structure:** Headings, Duplicate content, Content optimization
- **Performance and Access:** Page performance, Crawlability, Broken links
- **Optimization Methods:** E E A T, GEO, AI answer extraction
- **Support and Delivery:** Training, Documentation, Office hours

SKILLS

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|-------------------------|-----------------------|--------------------|----------------------|
| • SEO | • Google Analytics | • Schema.org | • Apache |
| • GEO | • Screaming Frog | • E E A T | • Redirects |
| • Technical SEO | • WordPress multisite | • HTML and CSS | • Project management |
| • Google Search Console | • Structured data | • PHP fundamentals | |

PROFESSIONAL AFFILIATIONS

- Professional interest in higher education web strategy, search visibility, and accessible content operations.
- Ongoing engagement with technical SEO, GEO practice, WordPress administration, and digital analytics learning.

LANGUAGES

- English (Native)
- Spanish (Proficient)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST