

# Rusben Madrigal

Senior Technical SEO | AI-Driven SEO, Web Performance & Growth

San Jose, Costa Rica rusbenmadrigal@gmail.com LinkedIn GitHub

## SUMMARY

Senior SEO professional with 10+ years of experience, specializing in Technical SEO for large-scale and international websites.

Strong technical background across JavaScript-based environments, with hands-on expertise in audits, Core Web Vitals, log analysis, and structured data.

Data-driven strategist leveraging analytics and AI-assisted workflows to accelerate analysis, prioritize opportunities, and support scalable SEO decisions.

Collaborative leader, working closely with engineering and product teams to deliver sustainable organic growth.

## SKILLS

- Technical SEO
- JavaScript SEO
- HTML
- CSS
- Next.js
- Rendering & Indexation
- Crawlability & Site Architecture
- Core Web Vitals
- Structured Data (JSON-LD)
- Log File Analysis
- Google Search Console
- Screaming Frog
- SEMrush
- Ahrefs
- Sitebulb
- Google Analytics 4 (GA4)
- Google Tag Manager (GTM)
- Adobe Analytics
- Looker Studio
- SQL
- Web Performance Optimization
- Lighthouse
- PageSpeed Insights

## LANGUAGES

English (Full Professional)

Español (Native or Bilingual)

## EXPERIENCE

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### SEO Associate Director

February 2023 – January 2026

Publicis Groupe · Costa Rica

As a Media Delivery Associate Director, I lead the LATAM SEO Delivery team and oversee technical SEO initiatives across large-scale, multilingual websites.

Drive technical SEO strategy with a focus on site architecture, crawlability and indexation, Core Web Vitals optimization, structured data, and rendering behavior across JS- and PHP-based environments.

Lead the adoption of AI-assisted and automated SEO workflows to support technical audits, issue prioritization, and scalable recommendations across markets.

Collaborate closely with engineering, analytics, and content teams to diagnose complex issues, implement efficient solutions, and deliver measurable organic growth for global brands.

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### Technical SEO Manager

May 2022 – October 2022

Advision Development · Costa Rica

Solved complex Technical SEO challenges across large-scale, multilingual architectures, including PHP- and JavaScript-based technology stacks.

Led technical audits, Core Web Vitals optimization, structured data implementation, log file analysis, and scalable internal linking models to improve organic visibility and crawl efficiency.

Provided technical SEO guidance for offshore/onshore Sportsbook operations, supporting brands such as SportsbookReview.com, BookmakersReview.com, OddsTrader.com, Predictem.com, and others.

Partnered closely with development teams to implement architecture improvements, ensure correct rendering and indexation, and drive measurable performance growth across high-traffic environments.

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### Senior Technical SEO

May 2021 – May 2022

Advision Development · Santa Ana, San Jose, Costa Rica

In charge of Technical SEO.

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## Senior Technical SEO

May 2020 – April 2021

The Strategic Group · San José, Costa Rica

Page speed monitoring and improvement.

Code improvement and optimization (PHP and ReactJS).

On-page optimization (metadata, internal links, etc.).

Implementation, improvement and maintenance of Schema Markup.

Sitemaps.xml and .zip structure optimization.

Highlight: recovered a brand website from an algorithmic penalty caused by a low-quality link purchase.

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## Senior Technical SEO

February 2018 – April 2020

Tripadvisor · Remote

Code improvement and optimization (PHP).

On-page optimization (metadata, internal links, etc.).

Improved web rendering.

Implementation, improvement and maintenance of Schema Markup.

Sitemaps.xml and .zip structure optimization.

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## Mid SEO & Web Analytics

February 2016 – February 2018

SBR NetMarketing and Consulting S.A · Santa Ana, Costa Rica

Code improvement and optimization (PHP).

Migration of old site to ReactJS.

On-page optimization (metadata, internal links, etc.).

Improved web rendering.

Implementation, improvement and maintenance of Schema Markup.

Collaborated on Google Tag Manager implementation and exporting data to Data Studio.

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## Junior SEO

February 2009 – March 2013

DayStar Properties

Basic SEO optimization focused on WP CMS.

Reporting updates to SEO Manager.

Metadata (title/descriptions) optimization.

Competitors audit.

## EDUCATION

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### Universidad Latina de Costa Rica

2012 – 2014

Degree of Business Administration with emphasis in Marketing & Sales · Marketing

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### McKinsey & Company

October 2025 – April 2026

Professional Development Program (Leadership, Problem Solving, and Business Skills)

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### Universidad de La Sabana

October 2023 – February 2024

Metodologías Ágiles e Innovación en la Organización · Marketing

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### Le Studio by PGD

April 2024 – May 2024

Management Development Program 2024 · Marketing

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### Universidad Latina de Costa Rica

2007 – 2010

Bachelor of Business Administration with emphasis in Marketing & Sales · Empresa, gestión, marketing y disciplinas afines