

# Gissel Villalpando

Director of SEO, California | 949-205-8372 [gv@gissel.com](mailto:gv@gissel.com)

[Personal Portfolio](#)  
[Linkedin](#)

## EXPERIENCE

### Keeper Security Inc., Remote, Full-time — *Director of SEO*

JUN 2022 - PRESENT

- Led technical SEO initiatives across Core Web Vitals, site architecture, structured data, and log file analysis.
- Owned SEO content strategy, identifying keyword gaps and optimizing content for IT decision-makers and cybersecurity professionals.
- Increased page-one ranking keywords by 727% and top-three positions by 433%.
- Managed a five-person team, mentoring and developing SEO specialists across content, technical, and analytics functions.
- Spearheaded SEO analytics and reporting, presenting data-driven insights to C-suite leadership.
- Optimized for AI-driven search (ChatGPT, Gemini, AI Overviews, Claude) with zero click decline post-AI Overviews launch.
- Implemented video SEO strategies, expanding visibility across YouTube and other multimedia platforms.
- Led SEO A/B testing and experimentation to improve conversion rates and organic rankings.
- Generated 3,000+ MQLs from organic search in 2024, driving direct business impact.

### Infor, Remote, Full-time — *Global Web SEO Specialist*

MAY 2021 - JUN 2022

- Led SEO strategy for 13 industries, optimizing site structure, content, and technical SEO.
- Led a major site migration, ensuring seamless content transition, maintaining rankings, and improving technical performance.
- Developed SEO dashboards in Looker Studio, tracking performance for senior leadership.
- Conducted keyword research and content optimization, improving rankings and organic reach.

### Experian Consumer Services, California, Full-time — *SEO Content Specialist*

NOV 2018 - JAN 2021

- Developed SEO content strategies that drove a 99% YoY increase in

## SUMMARY

An experienced SEO professional with a strong background in B2B SaaS, specializing in content strategy, and AI-driven search. I've led SEO teams, managed large-scale site optimizations, and helped drive significant organic growth. I'm passionate about making data-driven decisions and staying ahead of changes in search. I enjoy working across teams to bridge the gap between technical and non-technical stakeholders, ensuring SEO is integrated seamlessly into web development, content, and digital marketing strategies.

## SKILLS AND TOOLS

### Core Competencies:

SEO Strategy and Execution, Technical SEO, AI Search Optimization, Keyword Research and Content Strategy International SEO, Competitive Analysis, Video and Visual SEO, Leadership and Team Management, Data Analytics, SEO A/B Testing

### SEO and AI Software:

Ahrefs, SEMRush, MOZ Pro, ScreamingFrog, Claude, ChatGPT

### Research and data tools:

Google Analytics, Adobe Analytics, Google Search

organic traffic.

- Conducted content audits and identified growth opportunities to expand keyword coverage and boost conversions.
- Managed a high-volume content calendar, producing over 80 SEO-driven topics and briefs per month.
- Analyzed performance metrics using Adobe Analytics and SEMrush to inform content decisions.

## **Trackforce, California, Full-time — *Content Marketing Specialist***

FEB 2018 - NOV 2018

- Created high-quality B2B SaaS content, including case studies, blog posts, newsletters, and web copy.
- Optimized website navigation and structure to enhance UX and search visibility.

## **Parallel6, California, Full-time — *Marketing Communications Specialist***

FEB 2016 - JUL 2017

- Produced various content types, including blog posts, brochures, press releases, and website copy.
- Managed the company's social media presence to increase engagement and brand awareness.

Console, YouTube Analytics, Supermetrics, ZipTie

### **Tech SEO and WebDev Skills:**

HTML, CSS, JavaScript, Schema Markup, WordPress, Shopify

### **Project Management:**

JIRA, Confluence, Trello, Wrike, Monday

## **EDUCATION**

### **Bachelor of Arts in Journalism, emphasis in Media Studies**

San Diego State University  
2013-2016

### **Bachelor of Arts in Sociology**

San Diego State University  
2013-2015

### **Associates of Arts**

Orange Coast College  
2011 - 2013