

Alberto Martín Gutiérrez

Technical SEO · Organic Growth · AI-assisted Execution

Bizkaia, Spain | alberto@amartinseo.com | +34 671 932 323

amartinseo.com

PROFILE

SEO and organic growth practitioner connecting technical analysis, commercial search intent and implementation with developers and content teams. Experience spans agency accounts, GEO work and independent acquisition projects. Builds AI-assisted workflows to accelerate research, analysis and recurring SEO delivery.

EXPERIENCE

Pac Publicidad

Dec 2025 - present

SEO Team Lead

- Own technical and strategic SEO work across **10+** active client accounts, prioritizing opportunities by commercial intent and expected impact.
- Translate SEO findings into development requirements; collaborate on implementation and validation.
- Built and use client-specific AI workflows for research, technical analysis, reporting and recurring SEO execution.

Sembi

Jul - Dec 2025

SEO Specialist

- Contributed as part of the SEO team to an online car-leasing ecosystem with **EUR 120M** in vehicles commercialized in 2025.
- Investigated crawling and indexation issues involving changing offer URLs and supported implementation priorities.

Peter Lead

Dec 2024 - Jun 2025

Digital Project Manager

- Managed approximately 20 client accounts; contributed to SEO strategy and automation of internal agency processes.

Crearte

2023 - 2025

Co-founder, Digital Marketing

- Delivered websites, SEO, Google Ads, social advertising, email marketing and conversion recommendations through an independent marketing initiative.

INDEPENDENT PROJECTS

- Build and monetize search-driven niche and lead-generation projects, assessing demand, competition and acquisition economics before production.
- Rebuilt a commercial link prospecting workflow as an internal multi-project tool using AI coding assistance; chose its data source by comparing coverage, contact data and cost per query.

CORE SKILLS

Technical SEO · Organic strategy · Keyword / market research · Crawling / indexation · Architecture / internal links · Link acquisition · GSC / GA4 · Screaming Frog / Ahrefs · Claude Code / Codex

EDUCATION

Digital Marketing Specialization | The Bridge, 2024

El Método SEO | Petercursos / Peter Raventós, 2024

AI & Innovation | Founderz, 2023

Higher Vocational Diploma, Marketing & Advertising | Harrobia, 2021-2023

LANGUAGES

Spanish: native. Basque: B2. English: strong written, intermediate spoken and improving.