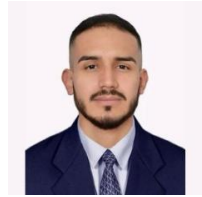


NICOLÁS CÓMBITA GONZÁLEZ

SEO & Organic Growth | Technical SEO · GEO & AI Search · Consumer & Data Insights

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PROFESSIONAL SUMMARY

Technical SEO and organic-growth specialist with a hybrid profile across search, data, and business. I read search as a consumer-intelligence layer, translating demand trends and behavioral patterns into decisions for content, product, and marketing. I have strong command of technical SEO (structured data, Core Web Vitals, indexation, and crawl) and work at the forefront of AI-driven search —GEO, AI Overviews, and generative search— automating workflows with Python and low-code tools. As a communicator, I turn technical topics into narratives that drive cross-functional decisions. I am looking to bring this specialization into a global, results-oriented organization.

PROFESSIONAL EXPERIENCE

SEO Lead (Head of Organic Growth) — Revista CAMBIO Bogotá · 03/2024 - Present

- I lead the outlet's organic acquisition strategy; under this work, search traffic reached a record of **1.22 million unique users in a single month**.
- I position SEO as the **primary source of the user-to-paid-subscriber conversion funnel**, connecting organic acquisition to the outlet's revenue model.
- Led SEO for the site's **CMS migration**: pre/post-launch technical audits and CDN cache crisis management (Cloudflare), achieving **full organic traffic recovery within 2 weeks**.
- I translate search data into **consumer intelligence**: connecting demand and intent signals to editorial and business decisions, lifting engagement and average reading time (+91.6%).
- I lead **technical optimization (WPO)** —structured data, Core Web Vitals, indexation— reaching **80/100 in SEO and Accessibility (Lighthouse)**, and trained 20+ journalists in On-Page SEO.
- I drive the transition to **GEO (Generative Engine Optimization)** for AI Overviews and generative search, implementing standards such as llms.txt.

Reference: Camila Orbeagozo — +57 317 879 4531

Founder & Head of Growth — Mundo Motor Bike SAS Bogotá · 02/2024 - Present

- Built and scaled a specialized digital outlet from scratch to **surpass 330,400 unique organic users**, with a 100% SEO strategy and zero paid media.
- I own the channel's **P&L and monetization model (AdSense + Vidomy)**, optimizing RPM, revenue per session, and conversion.
- I build **reports and dashboards** connecting SEO performance to business outcomes, and automate workflows with Python and low-code tools (N8N).
- I lead B2B commercial relationships with industry brands (**Auteco, AKT, Yamaha**) and manage a 5-person team.

SEO Content Strategy Coordinator — Caracol TV Bogotá · 12/2023 - 03/2024

- Led technical and content SEO strategy for **12 of the group's digital brands**, running technical audits and WPO on load speed and domain authority.

Reference: Yirian Babilonia — +57 314 512 2794

SEO Analyst — Canal 1 Bogotá · 04/2023 - 12/2023

- Organic positioning, technical audits, and keyword research for the web portal and YouTube ecosystem.

Reference: Ivan Bernal — +57 312 664 0164

eCommerce SEO Specialist (Digital Management Operations SEO) — Elemental Suite Remote · 01/2023 - 05/2023

- **eCommerce SEO**: transactional-keyword optimization, link building, and conversion analysis across **sales funnels** to improve the organic ranking of product categories.

EARLIER EXPERIENCE

Communications & Marketing Assistant — Fundación HOMI 07/2022 - 11/2022

- Inbound marketing and website SEO, digital campaigns, social media, and audiovisual production.

Communications Intern — Scotiabank 09/2021 - 02/2022

- Social media and internal-marketing strategies; market research for BTL advertising.

Public Relations (Freelance) — Proyectos y Construcciones J&R SAS 07/2020 - 06/2021

- Corporate event logistics, communications strategy, and client acquisition.

SKILLS & TECH STACK

SEO & Analytics: Google Search Console · GA4 · Looker Studio · SEMrush · Screaming Frog · Marfeel · VidIQ

Technical: Structured Data/Schema · Core Web Vitals/WPO · Indexation & Crawl · SEO Migrations · Cloudflare/CDN · International SEO (hreflang) · Web Architecture · WordPress

AI & Automation: Generative AI · Prompt Engineering · GEO/AEO · AI Overviews & Generative Search · Python · N8N · Low-code

Strategy & Business: Consumer & Search Intelligence · Dashboards & Reporting · Growth Hacking · Programmatic Monetization · Digital Product Strategy

Business KPIs: Traffic · Conversion · Revenue per session · ROAS · RPM · CAC · LTV · Time on site

EDUCATION

- Diploma in Digital Marketing (AI focus) — Universidad Central · 03/2025 - 05/2025
- BA in Social Communication & Journalism — Universidad Central · 2017 - 2023

CERTIFICATIONS

- Growth Hacking — ProFuturo Colombia (06/2024)
- On-Page & Technical SEO — Semrush (04/2024)
- Professional Diploma in Digital Marketing (Dip DigM) — ProFuturo Colombia (08/2023)
- Generative AI Learning — Google (07/2023)

LANGUAGES & RECOGNITION

- **Languages:** Spanish (native) · English B2 (professional working proficiency).
- Recognition for Best Practices in Solving Business Challenges — Bogotá Chamber of Commerce (12/2022).