

**Mayra Patiño**  
Organic SEO Specialist  
SEO en Español

## Summary

Atlanta SEO Specialist offers proven effective ethical Organic SEO in both English and SEO en Español, Website translation and optimization, Pay Per Click Campaigns, PR Optimization, Web Analytics

## Specialties

Organic SEO  
Keyword Discovery and Analysis  
Website Translations English/ Spanish  
SEO en Español

## Experience

**Patino Inc** | Atlanta, GA. 2/2002 - Current  
Search Engine Marketing Strategies

Title: Search Engine Marketing Strategist | President

- Creates, develops and implements ethical seo strategies for organic listings, PPC (Pay Per Click) campaigns and affiliate programs
- Specializes in organic optimization
- Believes that a successful seo campaign begins with a thorough keyword analysis for a client's website and an understanding of the online competition with competitive analysis
- Performs website analysis to identify road blocks to a successful SEM campaign
- Proficient on a variety of software tools like Wordtracker, KeywordDiscovery, Google tools and Analytics to develop strategy, execute, manage and report.
- Proficient in SEM en Español

**PreEminent Marketing Group** Minneapolis, MN | Atlanta, GA. 5/2001 – 6/2004  
A Strategic Marketing Consulting Organization

Title: Contracted Technical Consultant on Search Engine Optimization

- Responsible for Search Engine Optimization strategies for PMG's client base
- Analyzed client website and audience to determine the psychology of users to determine optimal key search terms
- Implemented a variety of software tools like Wordtracker and WebPosition GOLD to develop strategy, execute, manage and report optimization results
- Continually analyzed Directories and Search Engines to stay up to date on recent changes in the industry
- Performed assessments and recommendations on client websites to improve rankings
- Implemented recommendations on website

**Mayra Patiño**  
Organic SEO Specialist  
SEO Español

## Recommendations

"Our company has been associated with Mayra Patiño for several years. We've come to appreciate Mayra for her knowledge and professionalism in the search engine marketing industry (we too are search engine marketing professionals), but equally important, we feel lucky to count her among our friends because she's one of the most warm, kindest and sincere people we know. That warmth and concern underscores her professional life -- on the projects we've collaborated on, she always goes the extra mile, consistently delivering more than was asked for. Her dedication to getting the job done correctly, on time, AND on budget, is always the rule, not the exception. Anyone considering Mayra for ANYTHING will find both a great person and a tremendous value for the money. You won't be disappointed on any level."

Matt Williams, Owner, Prominent Placement, Inc.

"Mayra is the consummate professional. I would highly recommend her for your search marketing needs."

Brendan Kerin, President, SitePosition Inc.

"I've worked with Mayra for over a year now and her hard work and creativity have had a huge impact on our search engine rankings. Very professional and pleasant".

Melissa Ezzell, Online Marketing Director, Alcan Cable

## Professional Associations and Online Networks

Plaxo: <http://patinosem.myplaxo.com>  
Linked In: <http://www.linkedin.com/in/atlantaseo>  
Search Engine Marketing Professional Organization (SEMPO)  
Search Engine Consortium of Atlanta (SECA)  
Atlanta Interactive Marketing Association (AiMA)

## Education

Search Engine Strategies Annual Conferences

Santa Fe Community College, Gainesville, FL  
Major: Drafting and Design Technology      Graduated: July 1997

University of Puerto Rico - Mayaguez, PR  
Major: Electrical Engineering Technology      Graduated: May 1987