

Diego Sanoguera de Lorenzo



Dedicated specialist in SEO, SEM and web design with international training and many years of experience in online marketing. Strong focus on user-friendliness, effective optimisation strategies & project management.

PROFESSIONAL EXPERIENCE

Since 2021

Freelance SEO consultant and web designer

- development and optimisation of numerous
- WordPress websites
- Focus areas: User-friendliness, SEO strategy, Content strategy, Content optimisation
- Examples: , [familienchiropraxis.com](#), [bianca-huechtebrock.de](#), [creberlin.de](#).

2015 – 2023

SEO- and SEM-Management, Webmaster, Project management

Practice for voice surgery – Dr. Gerrit Wohlt, Berlin

- Tasks: SEO strategies, link building, Keywords and ranking analyses, site audits, content optimisation, SEM campaigns.

2013 – 2014

SEO-Country Manager

Spreadshirt AG, Berlin/Leipzig

- SEO-Optimierung für UK, Spanien und Italien.
- Tasks: On-page and off-page optimisation, Keyword research, link building.

2012 – 2013

Internship SEO

Groupon GmbH, Berlin

- Internship in Spanish online marketing
- Area: SEO, link building, keyword research, site audits, site audits.

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 [LinkedIn](#)

 Boxhagener Str. 65, 10245
Berlin / Deutschland

LANGUAGES

Spanish
Native speaker

English
Proficiency

German
Very fluent

Italian
Good knowledge

SEO/SEM TOOLS

Google Ads

Google Search Console

Google Analytics

Google Trends

SEOSuite

HREFS

SEM Rush

MOZ SEO

Screaming Frog

DESIGN TOOLS

Wordpress

Elementor

Avada

Figma

Fig Jam

Framer

Visual Studio Core

Canva

OTHER TOOLS

Trello

Notion

Slack

Chat GPT

Midjourney

MS Office (Excel usw.)

Google Drive (Sheets usw.)

EDUCATION

2025 / 4 Months

Bootcamp UX / UI Designer

Supercode

2007 – 2012

**B.A. International Business Administration
(English)**

Universitat Valencia

2009 – 2010

**B.A. International Business Administration
(ERASMUS)**

HAW Hamburg

1991 – 2006

Primary and Secondary School

English School Los Olivos,
Valencia

Strengths

- Team player
- Communicative
- Responsible
- Committed

Personal Interests

- Exploring new languages and cultures
- Dancing tango
- Yoga and fitness
- Reading and writing