

Emmanuel Barrios

Founder & Strategy Director at Cubo SEO

SEO Strategy · Digital Growth · Web & Content



Mexico · International remote

emmanuelbarrios.xcom@gmail.com +7 (929) 491-11-28 LinkedIn cuboseo.com

PROFESSIONAL PROFILE

SEO and digital strategy professional with experience since 2016 leading organic growth, web architecture, content, and digital experience projects for companies across different industries and markets. I combine strategic direction with hands-on involvement in research, implementation, analytics, and reporting, working with business owners, internal teams, and specialists to turn data and business goals into actionable priorities.

EXPERIENCE

Cubo SEO

2016 - Present

Founder & Strategy Director

Lead SEO and digital projects for service businesses, B2B companies, tourism, construction, technology, ecommerce, and other sectors in Mexico and international markets.

- Analyze businesses, markets, and digital opportunities to define strategies, priorities, and growth roadmaps.
- Design and lead SEO strategies that connect demand research, search intent, information architecture, technical SEO, content, authority, and measurement.
- Coordinate web development and redesign projects that connect SEO, UX, the customer journey, content, and conversion.
- Work directly with business owners, marketing leads, developers, writers, and specialists to turn strategy into implementation.
- Build reporting systems and dashboards to interpret Search Console, analytics, rankings, user behavior, and other signals that support decision-making.
- Integrate AI and automation to support research, analysis, content, prototyping, and workflows while maintaining strategic judgment and human review.

SELECTED EXPERIENCE

International B2B

Led SEO strategy, architecture, content, and measurement for an international technical company, coordinating business needs, search demand, and implementation teams.

Editorial platform

Designed and developed a custom WordPress editorial system with publishing logic, content management, PDF print edition, and integrations.

Bilingual travel / ecommerce

Audited, restructured, and redesigned a bilingual platform built on WordPress, Elementor, WooCommerce, and WPML, connecting SEO, UX, and the conversion experience.

[View projects and case studies · cuboseo.com/en/our-work/](#)

SPECIALTIES

SEO Strategy

Technical SEO
Keyword Research & Search Intent
Information Architecture
Local & International SEO
Content Strategy
WordPress / Elementor
UX & CRO
Analytics & Reporting
AI-assisted Workflows

TOOLS

SEO & ANALYTICS

Google Search Console · GA4 / Google Analytics · Google Tag Manager · Semrush · Looker Studio · Lighthouse / PageSpeed

WEB & CMS

WordPress · Elementor · WooCommerce · Shopify · WPML · HTML / CSS

COLLABORATION

ClickUp · Slack · Trello · GitHub

AI & AUTOMATION

Generative AI · workflow automation · assisted research and analysis · prototyping · documentation

EDUCATION

Bachelor's Degree in Tourism Business Administration

Universidad del Valle de México (UVM)
Lomas Verdes Campus · 2015

CONTINUING EDUCATION

Additional training in local and international SEO, SEO for businesses, Google Analytics, copywriting, WordPress/Elementor, CMS management, artificial intelligence, and applied automation.

LANGUAGES

Spanish	Native
English	Bilingual
Russian	A2 · In progress