

# BRYAN SILVA

## DIGITAL AD OPERATIONS & SEO SPECIALIST

### PROFESSIONAL SUMMARY

Results-driven Digital Ad Operations and SEO Specialist with years of experience optimizing digital advertising campaigns and improving search engine visibility. Passionate about leveraging data-driven insights to drive targeted traffic, enhance user experience, and maximize ROI. Skilled in campaign setup, ad trafficking, performance monitoring, optimization, and technical troubleshooting.

### EXPERIENCE

#### DIGITAL AD OPERATIONS

SEP 2010 - PRESENT

ITP Media Group

- Work closely with clients and agency partners to develop, implement, and execute campaigns.
- Set up, traffic, and optimize online campaigns in GAM.
- Create and manage email marketing and display ads campaigns.
- Respond to customer inquiries.
- Produce and implement banner designs.
- Monitor campaign delivery and investigate discrepancies.
- Collaborate with the internal technical team.
- Troubleshoot delivery and creative issues.
- Provide the sales team with detailed weekly reports.
- Ensure seamless and successful campaign execution.

#### SEO SPECIALIST

OCT 2022 - PRESENT

ITP Media Group

- On-page SEO optimization: Conducting comprehensive keyword research and optimizing content, meta tags, URLs, and image optimization to improve your website's visibility and attract organic traffic.
- Off-page SEO optimization: Link building, web directory submission, social signal, guest posting, blog posting.
- Identify and resolve technical SEO issues, such as broken links, crawl errors, and site speed
- Conduct competitor analysis and identify opportunities for improvement.
- Generate regular reports on SEO performance and provide actionable insights.
- Monitor and analyze website performance using SEO tools (SEMrush) and analytics platforms (Google Analytics, Google Search Console).



### CONTACT INFO

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LinkedIn: [linkedin.com/in/brysilva](https://www.linkedin.com/in/brysilva)

Social: [instagram.com/brysilva360](https://www.instagram.com/brysilva360)

Contact #: +971556784385

### WEBSITE MANAGE FOR DISPLAY ADS & OTHER AD CAMPAIGN

- [www.aviationbusinessme.com](http://www.aviationbusinessme.com)
- [www.caterermiddleeast.com](http://www.caterermiddleeast.com)
- [www.constructionweekonline.com](http://www.constructionweekonline.com)
- [www.fm-middleeast.com](http://www.fm-middleeast.com)
- [www.hoteliernmiddleeast.com](http://www.hoteliernmiddleeast.com)
- [www.logisticsmiddleeast.com](http://www.logisticsmiddleeast.com)
- [www.oilandgasmiddleeast.com](http://www.oilandgasmiddleeast.com)
- [www.plantmachineryvehicles.com](http://www.plantmachineryvehicles.com)
- [www.utilities-me.com](http://www.utilities-me.com)

### WEBSITE MANAGE FOR SEO

- [www.constructionweekonline.com](http://www.constructionweekonline.com)
- [www.fm-middleeast.com](http://www.fm-middleeast.com)
- [www.plantmachineryvehicles.com](http://www.plantmachineryvehicles.com)
- [www.windowtinting.pro](http://www.windowtinting.pro)
- [www.dot360advertising.com](http://www.dot360advertising.com)
- [www.jossaaestheticmedicalclinic.com](http://www.jossaaestheticmedicalclinic.com)

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## LICENSES & CERTIFICATIONS

- Facebook Blueprint | eLearning
  - Google Ads Fundamentals
  - Google Analytics Individual Qualification
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## TECH SKILLS

- Google Ads Manager
  - Google Analytics
  - Google Web Design
  - Google Search Console
  - Facebook Ads Manager
  - Adobe Photoshop
  - Adobe Illustrator
  - Adobe Premiere Pro
  - Adobe Lightroom
  - Canva
  - Screaming Frog
  - Google keyword planner
  - Semrush
  - Ubersuggest
  - Rytr
  - Grammarly
  - ChatGPT
  - SurferSEO
  - Microsoft Word/Google Docs
  - Microsoft Excel/Google Sheet
  - WordPress
  - HTML/CSS
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## SOFT SKILLS

- Creativity
- Communication
- Time management
- Colaboration

## Graphics Web Design / SEO Specialist

NOV 2008 - JUN 2010

Telecom World FZE

- Designing print ads and web banners for marketing purposes. (*Prepaymania.co.uk and Fones.com*)
  - Improving the content of a UK-based eMarketing website to optimize it for search engines and increase its ranking.
  - Creating keyword research and analysis to find the highest volume of terms used.
  - Updating content descriptions through Offpage and Onpage.
  - Making daily reports for all updated items.
  - Creating banner ads and copy for newly added products and other items and making them available and live online.
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## EDUCATION

COLLEGE:

### CEBU INSTITUTE OF TECHNOLOGY

Bachelor, Information Technology  
2001-2005

SECONDARY:

### DOANE BAPTIST SCHOOL

1998-2001