# Carlos Cano

## SEO/GEO Lead · Tracking Engineer (GTM s2s) · Digital Product Owner

AI App Builder & Automation Specialist (Python · Claude Code · Antigravity)

✉ carloscanorcl8@gmail.com

📞 +34669671118

🌐 linkedin.com/in/carlos-cano-fernandez/

## Soft Skills

- Strategic mindset
- High ownership & accountability
- Cross-functional collaboration
- Technical & business communication
- Problem-solving under pressure
- Data-driven decision-making

## Core Skills

- Technical SEO & GEO
- GTM client/server
- Server-to-server tracking
- Python & AI automation
- Product Ownership
- Data analytics & dashboards

## Languages

Spanish - native speaker

English - Professional working proficiency

## PROFESSIONAL SUMMARY

Senior specialist in Technical SEO, GEO (Generative Engine Optimization) and data-driven growth strategies. I combine advanced measurement expertise (GTM client-side and server-side, S2S events, pixel architecture), AI-powered tool development (Python, Claude Code, Google Antigravity) and real experience acting as a Product Owner in web, SaaS and mobile environments.

I build apps and automation workflows that improve digital marketing productivity (published on GitHub), design scalable data frameworks, implement advanced dashboards, and optimize content for both traditional search engines and modern LLMs (ChatGPT, Claude, Gemini, Perplexity).

My approach is consistently data-driven, with deep specialization in tracking, automation, technical SEO for complex platforms (web + app), and cross-functional team leadership.

## AREAS OF SPECIALIZATION

### SEO & GEO / AEO

- Advanced technical SEO: log analysis, indexation, WPO and site architecture.
- Optimization for AI Overviews and generative search engines (ChatGPT, Gemini, Claude, Perplexity).
- GEO/AEO strategies for web products, mobile apps and marketplaces.

### Tracking & Measurement Engineering

- Advanced implementation of GTM (client & server).
- Integration of pixels and S2S events (Meta, TikTok, Adjust, Twitter/X, Reddit, etc.).
- DataLayer architecture, naming conventions, debugging, QA and technical auditing.

### AI-Powered Automation & App Development

- Development of SEO/Data tools in Python and other languages (GitHub).
- AI-assisted development using Claude Code, Google Antigravity and LLM agents.
- Automation workflows: ETLs, scrapers, reporting systems, dashboards, APIs and data validation.

### Product Ownership & Growth

- Ownership of roadmap, backlog and functional definition for web/app features.
- Stakeholder management across marketing, tech, content and BI teams.
- Experimentation, KPI definition, scalable processes and data-driven decision-making.

### Data & Dashboards

- Advanced dashboards (GA4, GSC, Looker Studio).
- Multi-source data integration (SEO, CRM, analytics, mobile attribution).
- Data processing, extraction and analysis for actionable insights.

## PROFESSIONAL EXPERIENCE

### Head of SEO, GEO & Data Tracking

Socios.com / Chiliz

*Madrid*
April 2022 – Present

- Lead global SEO & GEO/AEO strategy for web and mobile apps.
- Own the full tracking architecture: GTM (client & server), S2S events, naming conventions and QA.
- Implement LLM visibility strategies (ChatGPT, Claude, Gemini, Perplexity).
- Build internal tools using Python + AI (Claude Code, Antigravity) for audits, scrapers and automation.
- Act as Product Owner for SEO, analytics & tracking: feature definition, experiments, KPIs, prioritisation.

# Tech Stack & Tools

## Tracking & Analytics

- GTM (client & server) · GA4 · GSC · Looker Studio · BigQuery
- Server-to-server tracking (Meta, TikTok, X, Reddit, Adjust)
- DataLayer architecture · Regex QA · Debugging · Measurement Protocol

## SEO & Crawling

- Screaming Frog · Jet Octopus · Botify · Sistrix · Ahrefs · Semrush
- Log analyzers · Render testing · WPO tools

## AI & Automation

- Python · Claude Code · Google Antigravity
- ChatGPT · Gemini · LangChain · LLM agents
- Scrapers · ETLs pipelines · Custom automation scripts

## Product / Project

- Jira · Notion · Confluence · Asana
- Roadmap planning · User stories · QA & testing

---

## Head of SEO / ASO & Project Leader

### Alkemy

*Madrid*
Dec. 2020 – April 2022

- Led SEO/ASO strategy for national and international accounts.
- Managed teams and end-to-end processes, including technical reviews and roadmap planning.
- Designed measurement frameworks and 360° reporting systems for multiple clients.

## Head of SEO

### SIDN

*Granada*
Jan. 2013 – Dec.2020

- Managed a team of 20+ SEO consultants.
- Oversaw 50+ active accounts with a strong technical and growth-oriented approach.
- Built reporting systems based on micro-objectives aligned with business KPIs.

## SEO Consultant

### SIDN

*Granada*
Jan. 2011 – Dec.2012

- Performed on-page and off-page SEO audits.
- Conducted technical SEO audits (log analysis, rendering, indexation, WPO, etc.).
- Executed keyword research and content audits.
- Managed backlink acquisition campaigns.

## Academic Director SEO

### Digital Labs

*Granada*
Jan. 2018 – Dec.2022

- Managed and developed the full course program.
- Oversaw and coordinated the teaching staff.
- Delivered part of the training modules.
- Managed student progress and academic needs.
- Advised instructors and supported curriculum development.
- Supervised and guided the master's final project.

# EDUCATION & CERTIFICATIONS

- Web3 Talents Program – 2026
- MIT Professional Education – Generative AI Applied to Digital Transformation – 2025
- Master's in SEO/SEM – Webpositer
- Master's in Project Management – Aula Formación Granada
- Chemical Engineering – University of Granada

# Clients I have worked with / currently work with

- Real Madrid
- Iberdrola.com
- William Hill
- Sportium
- Caser
- Parques Reunidos
- P&G
- Barceló Hotels
- Mahou
- Grupo Yoigo/MásMovil
- Camper