Alejandro Castaño Duque



Technical SEO & GEO Strategist | AI Search Visibility | E-commerce Growth

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Residence permit for job search after graduation in Germany (Section 20 AufenthG): full work authorization, no visa sponsorship needed.

PROFILE

I started in SEO in 2022 as the junior of the team at a Google Partner agency in Medellín and was leading the SEO area within a year. Since 2025 my focus has been how online shops get found and cited in AI answers. At Sleeplay, a US e-commerce store, I track AI visibility in Peec AI and fix what gets in the way, from AI crawlers blocked at the CDN to the product feed behind Google's AI Mode and Gemini. I work closely with developers: I specify the technical fixes and verify each one on the live site. I moved to Berlin for my MSc at Gisma and live here now.

EXPERIENCE

SEO & Content Marketing Specialist

02/2024 to present

Sleeplay · Remote, US e-commerce (CPAP equipment)

- Moved the average organic position from about 17 to about 10 with technical and on-page fixes; organic CTR +24% and clicks +9% (Mar to Aug 2026 vs May to Oct 2025, Search Console).
- Track 87 prompts in Peec AI across Google AI Overviews, ChatGPT and Perplexity and benchmark Sleeplay against 23 other brands on visibility, share of voice, position and cited sources. Orders from AI assistants grew 40% and their revenue 38% year over year (Aug to Oct 2026 vs 2025, GA4).
- Set the technical SEO roadmap with engineering: crawl and index control for pagination and faceted navigation (canonical and noindex rules), Organization markup for the brand entity and image-preview directives. I specified each change and validated it in production; most of the roadmap shipped within six weeks.
- Found that Cloudflare bot settings (Block AI bots and Super Bot Fight Mode) were stopping AI crawlers, worked with the developer to reopen access for all AI bots and confirmed it by bot IP in Cloudflare analytics.
- Built a Google Merchant Center feed with conversational attributes for AI Mode and Gemini, live since 07/2026; the 889 active products behind it were checked against manufacturer sources first.
- Built a competitive-intelligence system on 6 competitor stores that shows how they price (MAP parity, undercuts, discount anchoring, Black Friday tiers prepared weeks ahead), what they publish and where their business is moving (a four-brand consolidation, private labels, new ad and referral channels); each finding goes to the team that owns it with a recommendation and is tracked until decided.
- Content strategy for the blog and product pages, with research cross-checked against primary sources; about 3x the publishing cadence in 2026.

Co-Founder & Marketing Lead

01/2023 to present

Loona Marketing · Remote (Berlin / Medellín)

- Surtilight (Shopify store): organic clicks tripled and organic CTR rose 84% in six months (Mar to Aug 2026 vs May to Oct 2025, Search Console); sessions from AI assistants grew from 64 to 535 (Aug to Oct 2026 vs 2025, GA4).
- Built reusable Claude workflows and MCP connectors for six client accounts, so audits and reports that took days now take hours.
- Measurement for 5 brands: a daily Search Console archive beyond the 16-month limit, an impact check for every Google update (14 days before vs after) and AI-crawler verification against published bot IP ranges.
- Shopify builds and CRO; GA4 and GTM server-side tracking, with daily offline-conversion uploads to Google Ads and a weekly check of Shopify orders against GA4 purchases.

SEO Specialist (03/2023 to 02/2024), SEO Analyst (04/2022 to 03/2023)

04/2022 to 02/2024

Webcreativa S.A.S. · Medellín, Colombia, Google Partner agency

- Joined as SEO Analyst and led the agency's SEO area from 03/2023: strategy, delivery and client reporting for 15+ accounts in legal services, e-commerce, real estate and healthcare.
- Technical audits, on-page SEO, keyword research and content briefs, coordinated with design and development so that recommendations got implemented.

SKILLS

SEO & GEO
Technical SEO (site architecture, crawling, indexing, audits), GEO and AI-visibility tracking (Peec AI), structured data (Schema.org), Core Web Vitals, keyword research, Google Search Console, Ahrefs, Semrush, Screaming Frog

Analytics & tracking
Google Analytics 4, Looker Studio, Google Tag Manager (incl. server-side), conversion tracking, Microsoft Clarity, KPI reporting

E-commerce
Shopify, Google Merchant Center feeds, CRO, WordPress, Cloudflare

AI & automation
Claude and Claude Code, MCP connectors, Python (AI-assisted), Google Apps Script, SQLite, API integrations, n8n (learning)

LANGUAGES

Spanish native · **English** B2 (CEFR) · **German** A1 (CEFR), learning

EDUCATION

MSc Business Management & Marketing 04/2025 to 07/2026
Gisma University of Applied Sciences, Berlin

BSc International Business (marketing emphasis), full scholarship 2015 to 2021
Universidad de Medellín, Colombia

CERTIFICATIONS

Google AI Essentials Google · Jul 2026

Artificial Intelligence for SEO Platzi · Dec 2025

VOLUNTEER LEADERSHIP

AIESEC Medellín

2017 to 2020

Director of Outgoing Social Exchanges, then VP of Outgoing Entrepreneurship Exchanges

- Led sales, marketing and university-partnership strategy: sales grew 300%+ year over year, annual plan delivered at 124%, three national AIESEC recognitions in one year.