



REMO ROMANO

Web designer & SEO specialist

Myself

Technical SEO Specialist with 13+ years of hands-on experience combining search engine optimisation with frontend development.

I own end-to-end organic search programmes — technical audits, Core Web Vitals remediation, structured data, site architecture and content strategy — and translate them into work that engineering and content teams can actually ship.

Currently Head of Operations at a digital agency, leading SEO and web delivery across a multi-client portfolio, and an accredited trainer delivering funded digital-skills programmes on SEO, web development and AI.

Contacts

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Core competencies

Technical SEO · Core Web Vitals & page speed · Crawlability & indexation · Log-level site architecture · XML sitemaps & robots.txt · Structured data (schema.org / JSON-LD) · Rendering & JavaScript SEO · Migrations & redirect mapping · International SEO (hreflang)

Search Strategy · Keyword research & search intent mapping · Topic clustering · Content gap & competitive analysis · On-page optimisation · E-E-A-T · Internal linking · Digital PR & link acquisition · Local SEO

Frontend & CMS · HTML5 · CSS3 (Flexbox, Grid, Tailwind, Bootstrap) · JavaScript (ES6+) · WordPress (theme & performance internals) · Webflow · Accessibility (WCAG)

AI & Automation · LLM prompt engineering · RAG knowledge bases · Generative Engine Optimisation (AI visibility) · Workflow automation (Make, Zapier, n8n)

Analytics & Tooling · Google Search Console · Google Analytics · Semrush · Chrome DevTools / Lighthouse · Figma · Notion, Trello, Miro

Experience

2020 **Head of Operations – Senior SEO Specialist & Web Designer** today Web Scriptum Srl

- Own SEO strategy for a multi-client portfolio spanning retail, hospitality and professional services, from discovery through post-launch performance monitoring.
- Run full technical SEO audits covering Core Web Vitals, crawl budget, indexation, site architecture and structured data — and drive the fixes through to implementation.
- Design and build search-optimised corporate websites and ecommerce platforms, with SEO requirements embedded in the build rather than retrofitted afterwards.
- Lead operations for the delivery team: scoping, prioritisation, quality standards and client-facing strategic consultancy.
- Act as the technical bridge between design, development and content, so recommendations reach production instead of stalling in a deck.

2023 **Trainer — Funded Digital Skills Programmes** today Demetra Formazione & private clients

- Designed and delivered 14 course programmes across five disciplines — SEO & digital marketing, web & frontend, UX/UI design, AI & automation, digital project management — for professionals, companies and public institutions.
- Built and taught the SEO curriculum end to end: ranking factors, keyword research and search intent, on-page and E-EA-T, technical SEO (Core Web Vitals, sitemaps, schema.org), link building, local SEO, and the Search Console / Analytics / Semrush toolchain.
- Curriculum design and public speaking for mixed-seniority audiences, from complete beginners to in-house marketing teams.

2012 **SEO Specialist & Web Designer** 2020 Independent Practice

- Eight years running an independent SEO and web practice for SMEs across retail, hospitality and professional services.
- Delivered technical SEO audits, WordPress builds, on-page optimisation and organic growth strategy as sole owner of each engagement.
- Managed the full client lifecycle — brief, scoping, delivery, reporting and retention — building the commercial and communication skills that underpin senior stakeholder work today

2011 **Business Development & International Marketing** 2012 Lucky Design S.A.S.

International sales and marketing for a design agency, working with cross-border clients in English and French.

Education

2020 **Master's degree in Digital, Mobile and Social Communication** University of Parma

2017 **Bachelor's Degree in Economics and Marketing** University of Parma

Dissertation: "Information and Communication Technologies from beginning to Web 3.0"