

# MR ANDREA MORO – SEO TECH LEADER & AI ENTHUSIAST

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## PERSONAL STATEMENT

I'm a multilingual (Italian, English [C2], French [B2], Russian [A2]) Organic Growth leader with 20+ years driving SEO strategy, team leadership, and measurable acquisition growth across global brands and high-growth environments.

Currently leading Technical SEO at L'Oréal across 300+ websites in 47 markets, I combine deep technical expertise with a strategic perspective on content, measurement, and emerging channels — including Generative Engine Optimisation (GEO) and LLM-driven search visibility. I work closely with engineering teams to ship at scale and partner across functions to translate SEO insights into business outcomes.

My track record spans B2C and B2B contexts, in-house and agency environments, and includes building and developing high-performing organic teams while maintaining rigorous accountability to growth metrics.

## SKILLS

### DIGITAL MARKETING, WEB ANALYTICS, UX, CODING

- Tech and on-site SEO expertise for collating and implementing multi-brand and international plan. Extended knowledge of the most common SEO tools like ScreamingFrog, SEMRush, Ahrefs.
- Setup and Manage Google Analytics & Google Tag Manager along with CRO and A/B testing platforms.
- Sketch wireframes for engaging in discussions to enhance UX, information architecture, and taxonomy.
- HTML, CSS, JavaScript coding expertise to help with the publishing of web apps, create interactive UIs, and automate dynamic content like SEO dashboards or data visualizations.

### DATA ANALYSIS & ELABORATION

- Experience with BigQuery, MySQL, PostgreSQL
- Data Viz and dashboard creation with Google Looker and PowerBI
- Statistical and Machine Learning experience
- Python scripting to process data, leverage Large Language Models and text transformers for text analysis and natural language processing tasks
- Automate repetitive tasks and visualize data for smarter, faster decisions

### OTHER

- Proficient with Microsoft Office and Google Docs;
- Agile project management experience supported by the usage of platforms like Wrike, Trello, Jira
- Experienced in using Notion and Confluence for collaborative documentation, and to optimize team workflows and knowledge sharing.

## CERTIFICATION AND TRAINING

- BCS Level 4 Diploma in Data Analysis Concepts (Feb '21)
- Data Scientist Certificate, DELL (Sep '20)
- Project Management, Irvine University – California (Dec '16)
- R for Data Science and Data Science Essentials, Microsoft (Dec '16)
- UX Designer Course, CareerFoundry (Jan '15 - Nov '15)
- Google Tag Manager Fundamentals – Google Analytics Academy (2015)
- Google Analytics Individual Qualification – Google Analytics Academy (2011/2016)
- Diploma in Digital Marketing - Institute of Digital Marketing IDM – (2009/2011)

## PROFESSIONAL EXPERIENCES

Jan '22 – to date

Global Head of Technical SEO

L'Oréal – France

Managing a team of 3 and reporting to the Digital Excellence Director, my core goal is to ensure a portfolio of 300+ websites is technically sound for both Search Engines and LLMs. My responsibilities also encompass the need to effectively initiate cooperative discussions around topics like dynamic content creation, GenAI, and other means of being effective at scale.

