

PROFESSIONAL PORTFOLIO

SEO POSITIONING & DIGITAL MARKETING
WITH STRATEGY, CREATIVITY AND PROVEN RESULTS

DIEGO MEJÍA HERRERA

SEO SENIOR & DIGITAL STRATEGIST

SEO POSITIONING • TECHNICAL SEO • COPYWRITING • LINK BUILDING • SOCIAL MEDIA
ARTIFICIAL INTELLIGENCE • VIDEO MARKETING • GRAPHIC DESIGN • WEB DESIGN • CAD/CAM





A LITTLE ABOUT ME

Since childhood, I have been exposed to different graphic design programs and video games, which helped define my personal tastes very early on. I grew up as a person with a natural talent for art, design, video games, and the world of technology in general.

Video games like:

SUPER MARIO WORLD,
FLATOUT - ULTIMATE CARNAGE
COUNTER STRIKE 1.6
NEED FOR SPEED - MOST WANTED
GRAND THEFT AUTO - SAN ANDREAS

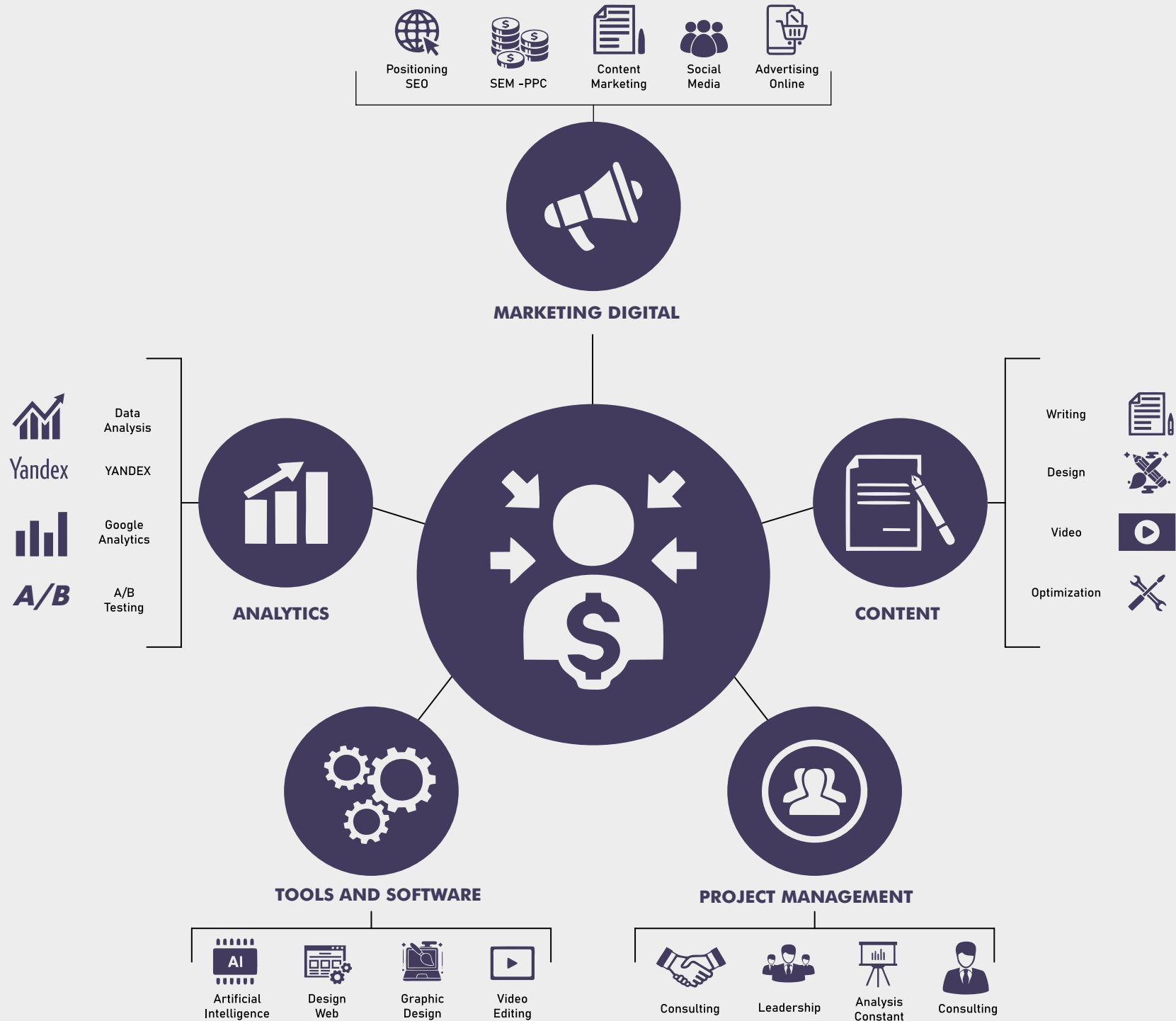
They defined my personal taste and at the same time I explored graphic design programs such as Wilcom and CorelDraw. This sparked a special curiosity in me for the world of design and the digital world in general.

As I grew up, I developed a personal interest in the world of Digital Marketing and Online Advertising. At just 15 years old (2017), I got started in the world of SEO thanks to my dad, understanding the value of keywords and the power of search engines to connect people and businesses with efficient solutions.

At 17 (2019), after graduating from high school, thanks to my dad's help, I was able to better understand the world of Digital Marketing and started working on real projects with clients, turning my curiosity into my job, improving with each client and learning from every website I worked on.

To date, I have worked with more than 30 brands of all kinds, from multinationals, e-commerce companies, businesses, banks, real estate agencies, and expanding startups. I have helped them with their SEO and digital marketing strategies and improved their online presence with different strategies that generate good results.

In general, I define myself as a guy who is passionate about technology, gaming, design, the digital world, and art, but above all as a guy who enjoys his work and hobbies, doing what he has to do and growing cleanly with interesting experience in varied and competitive sectors.



PROFESSIONAL EXPERIENCE



TRONCHATORO – SEO & Digital Marketing Agency

Co-founder / Consultant / Link Building / SEO Specialist

2017 - Present

SEO and Digital Marketing Agency focused on strategy, design, and organic growth.



BANDFFIT – SEO & Digital Marketing Agency

Founder / Consultant

2021 - Present

SEO and Digital Marketing Agency focused on strategies for various sectors and organic growth.

All with the aim of becoming an agency that is more segmented in important sectors and has a clear point of difference.



WEBREFINED – Marketing & SEO Agency for the Adult Industry

Co-founder / Consultant / SEO Specialist

2020 - Present

SEO and Digital Marketing Agency focused on niches in the adult sector and erotic escorts.



MAD INGENIEROS – Consultants in Manufacturing, Machinery, and CAD/CAM Software

SEO Specialist / Graphic Designer / Web Designer

August 2025 - November 2025

Company with more than 30 years of experience in consulting for the clothing industry in Colombia.

Specialized in embroidery machines, automated textile cutting, industrial embroidery, laser engraving, design, pattern making, and automation of production processes related to the textile industry.

Representatives in Colombia for brands such as:

WILCOM - RICHPEACE - HAPPYJAPAN - OROX GROUP - GOLDEN LASER - EM-SMART - SMART MRT - POLYTROPON

STUDIES

2014 - 2016	SCHOOL - JOSÉ JOAQUÍN CASAS (CHÍA CAMPUS)
2016 - 2017	INSTITUTION - CENTRAL STUDIES
2017 - 2019	FOUNDATION - ESTUDIARTE (HIGH SCHOOL GRADUATE)
ACTUALIDAD	ONLINE COURSES THROUGH PLATFORMS SUCH AS UDEMY, SANTANDER, GOOGLE, AMONG OTHERS

OUTSTANDING SKILLS



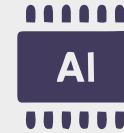
SEO POSITIONING

Website optimization, Technical SEO, Content strategy, Internal linking, Website analysis, Organic traffic



MARKETING DIGITAL

Search engine strategies, Branding, Results analytics, Competitor research



ARTIFICIAL INTELLIGENCE

Automation, Analysis, AI research, LLM, GEO, AEO, SAO, Prompt creation, Image and content creation



DIGITAL ADVERTISING

Advertising campaigns, Audience research, Google Ads, Results analysis



LINKBUILDING / LINKS

High-authority backlinks, SEO parasites, Tier strategy, PBN Strategy, SEO articles



COPYWRITING

Plagiarism analysis, Content originality, Article creation, Website content



GRAPHIC AND ILLUSTRATIVE DESIGN

Image creation, Layouts, Banner design, Branding, Packaging, Vectors, Embroidery



WEB DESIGN/BLOGS

Website creation, Website optimization, Hosting, UX, Plugins, Strategy Digital

SEO - MARKETING - ARTIFICIAL INTELLIGENCE



PROGRAMS AND SOFTWARE



BRANDS AND CLIENTS



I have worked/collaborated with brands in various sectors and niches, such as:

Real Estate - Construction - Industry - Logistics - Consulting - Human Resources - Financial Services - Consumer Goods - Food & Home - Embroidery
Technology & Software - Textiles & Spare Parts - Insurance - Tourism & Hospitality - Hotels - Marketplaces - E-commerce - Adult Sector - Escort Services



SUCCESS STORIES

SUCCESS STORIES



SUCCESS STORIES



CASE: ALTANA - SERENA DEL MAR

Websites: altana.com.co - serenadelmar.com.co

Challenge: Position a real estate project in Cartagena from **SCRATCH**.

Strategy: SEO optimization + Real Estate SEO + Backlinks + Video Marketing.

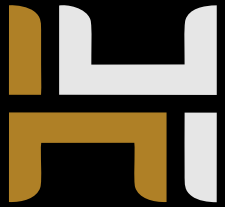
Results:

- More than 250% traffic in less than a year working together.
- More than 1,400,000 million views on YouTube.
- Over 85% of properties sold in the ALTANA project
- Good reviews on Google My Business

The client has more organic traffic and recognition for their real estate project in Cartagena, achieving greater reach and sales overall.



SUCCESS STORIES



HUESPEDIA



CENTRO HISTÓRICO
BY HUESPEDIA HOTELS



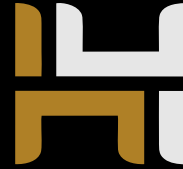
BY HUESPEDIA HOTELS



TRENDI
ROOFTOP



SUCCESS STORIES



HUESPEDIA



CENTRO HISTÓRICO BY HUESPEDIA HOTELS
BY HUESPEDIA HOTELS



TRENDI
ROOFTOP

CASE: HUESPEDIA - HOTEL VOILA

Websites: huespedia.com - hotelvoila.com/es - vibarcartagena.com
avanteglobalschool.com/es - trendi rooftop.com

Challenge: Position their main websites and some bars that are included in their Hotels in the Historic Center of Cartagena.

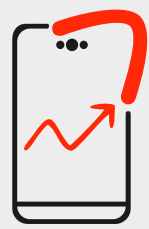
Strategy: SEO Optimization + Real Estate SEO + Local SEO + Backlinks

Results:

- Over 350% traffic for all their web pages
- Greater recognition for the Historic Center in Cartagena
- Positive reviews for their hotels and services
- Positive reviews on Google My Business

The client has more organic traffic and recognition for their hotels, and their bars are a major attraction for achieving greater reach and sales in general.

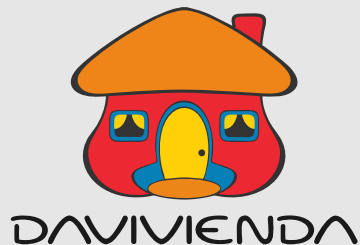
SUCCESS STORIES



Mis Finanzas
para **Invertir**



SUCCESS STORIES



Mis
Finanzas
para Invertir

CASE: DAVIVIENDA . MIS FINANZAS PARA INVERTIR

Website: misfinanzasparainvertir.com

Challenge: Position a finance and courses section for DAVIVIENDA.

Strategy: SEO optimization + Financial SEO + Backlinks + Articles.

Results:

- Over 200% traffic for this new website.
- Optimization for different sections of the website.
- Creation of backlinks and articles to increase reach.
- Support for creating sections such as MY FINANCES FOR MY BUSINESS
- A successful collaboration with the DAVIVIENDA brand

The client has more organic traffic and recognition for their website focused on finance, achieving greater reach and ROI overall.



SUCCESS STORIES

TUMOMO

COMPRA Y VENDE EN
TUMOMO.COM

TUMOMO

TUMOMO.COM

Compra y venta de Inmuebles

CASE: TUMOMO

Website: tumomo.com

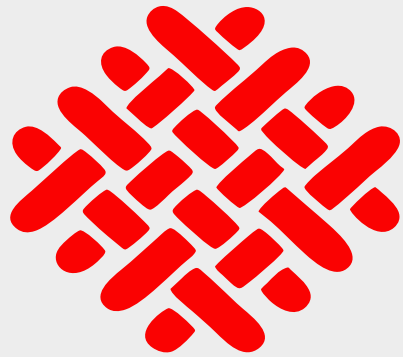
Challenge: Position your classified ads site from SCRATCH.

Strategy: SEO Optimization + Backlinks + Video Marketing + Parasites.

Results:

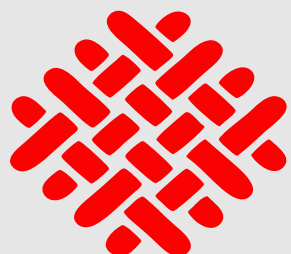
- More than 400% traffic in less than a year working together.
- More than 300,000 followers on Facebook.
- It is the #1 classified ads website in all of Bolivia (country of origin)

The client has a wide reach, comparable to MERCADO LIBRE, and is also an essential website for classified ads in its country of origin, making it a notable success story of good SEO and digital marketing.



Impovelez sas





Impovelez sas

CASE: IMPOVELEZ

Website: impovelez.com

Challenge: Position their website in the embroidery machine and garment supplies sector, including caps, embroidery, threads, and much more.

Strategy: SEO Optimization + Backlinks + Articles + Industrial Marketing

Results:

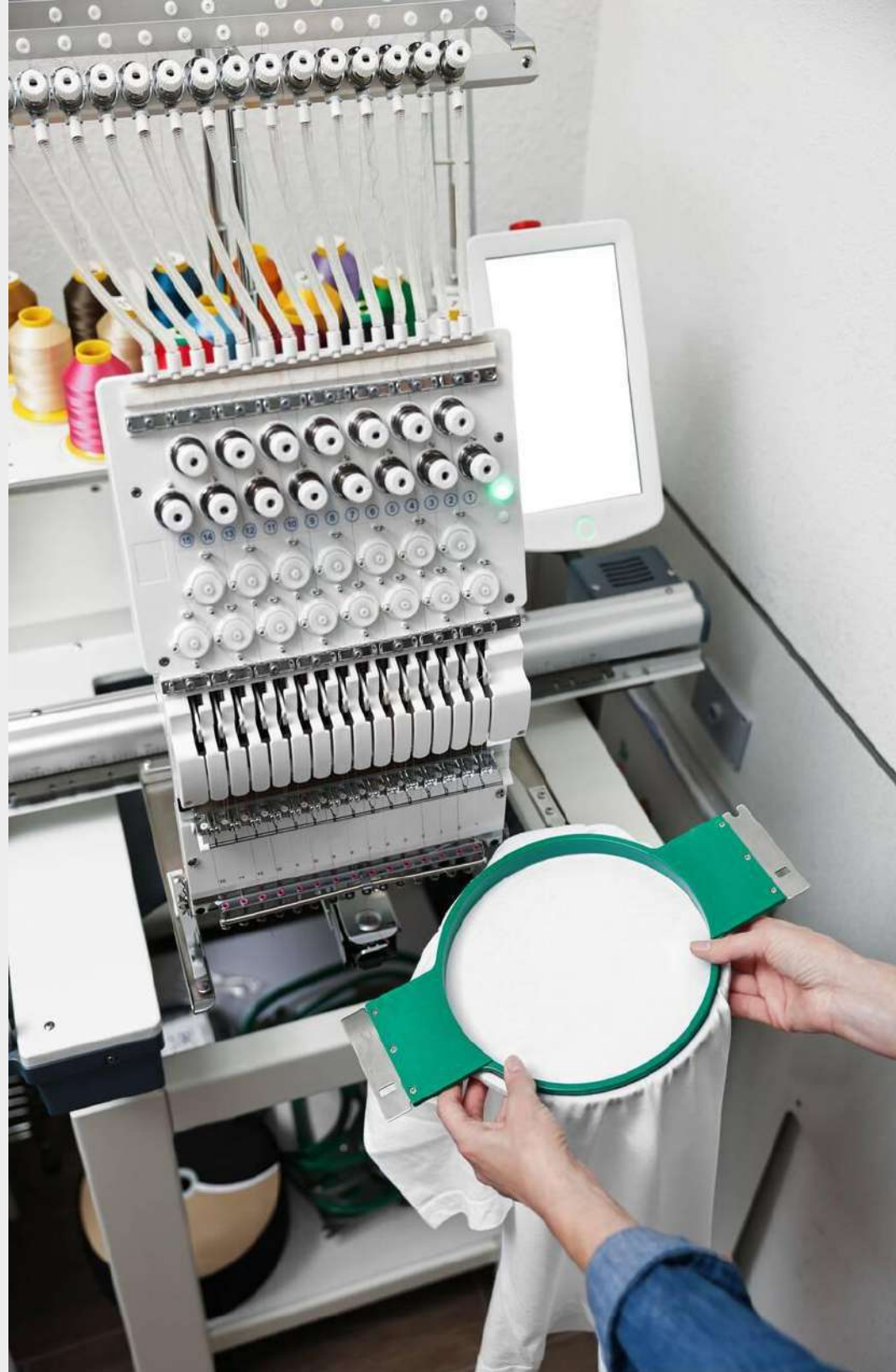
- A good level of traffic to all pages over time
- Leaders in the Colombian Textile Industry
- They have a solid clientele and are constantly updated
- Client for more than 5 years
- Prominent distributors of BZBS Embroidery Machines with various heads

This client is a prominent and large player in the garment, embroidery machine, and textile sector throughout Colombia.



SUCCESS STORIES

MULTIPARTES





CASE: MULTIPARTES

Website: multipartescolombia.com

Challenge: Position their website in the embroidery machine and spare parts sector for all types of industrial machines.

Strategy: SEO Optimization + Backlinks + Articles + Industrial Marketing

Results:

- A good level of traffic to all pages over time
- Client for more than 10 years
- The leading website for purchasing embroidery machine spare parts in all of Colombia
- A solid clientele and constantly updated products
- Partnered with: BROTHER - JACK - JUKI - BZBS - UNION - TAJIMA - BARUDAN

This client is well-known and a major player in the garment, spare parts and embroidery machine and textile sector throughout Colombia.



SOME CERTIFICATIONS

I have obtained certifications from various recognized websites, institutes, and academies, and I am currently continuing to obtain certifications. Most of my experience comes from my work at agencies and with clients with whom I continue to work and collaborate.



I have obtained more than 50 certifications in different courses, studies, and trends of all kinds. Related to 3D, SEO, Marketing, Artificial Intelligence, Digital Advertising, Among Others.

SOME CERTIFICATIONS

CERTIFICATE CENTER OF ASSESSMENT AND CERTIFICATION **MTF**



Certified B2B Sales Executive (CBSE)

This is to certify that

Diego Mejía Herrera

has successfully completed all tasks of assessment and received passing grades to earn a certificate in "Certified B2B Sales Executive", an assessment program offered by Institute of Management, Technology & Finance

Igor Dmitriev
President
Institute of Management, Technology & Finance





Institute of Management, Technology & Finance

CERTIFICATE CENTER OF ASSESSMENT AND CERTIFICATION **MTF**



Prompt Engineering Expert Assessment

This is to certify that

DIEGO MEJIA HERRERA

has successfully completed all tasks of assessment and received passing grades to earn a certificate in "Prompt Engineering Expert", an assessment program offered by the Institute of Management, Technology & Finance.

IGOR DMITRIEV
PRESIDENT
INSTITUTE OF MANAGEMENT, TECHNOLOGY & FINANCE





Institute of Management, Technology & Finance

CERTIFICATE CENTER OF ASSESSMENT AND CERTIFICATION **MTF**





Growth Hacking Professional Certification

This is to certify that

DIEGO MEJÍA HERRERA

has successfully completed all tasks of the assessment and received passing grades to earn the certificate in "Growth Hacking Professional Certification", the assessment program offered by the Institute of Management, Technology & Finance.

IGOR DMITRIEV
PRESIDENT
INSTITUTE OF MANAGEMENT, TECHNOLOGY & FINANCE

Institute of Management, Technology & Finance

 Santander | Open Academy

Certificado de Finalización de

Diego Alejandro Mejía Herrera

Google: Inteligencia Artificial y productividad

Curso terminado el 1 de mayo de 2025

2 Horas | 2 Módulos | Autoevaluación

Contenido desarrollado por



Número de serie: OA-2025-0501001062991

SOME CERTIFICATIONS



Numero de certificado: UC-6688262-PTT-6556-AyR-152P786428
URL del certificado: <https://udacity.com/certificate/UC-6688262-PTT-6556-AyR-152P786428>
Numero de referencia: 15504

CERTIFICADO DE FINALIZACIÓN

Disruptive Thinking: Innovate and Transform Ideas

Instructores: YouAccel Training

Diego Mejía Herrera

Fecha: 30 de enero de 2025
Duración: 20,6 horas en total



Numero de certificado: UC-300285-226-4010-udP-1009P4654
URL del certificado: <https://udacity.com/certificate/UC-300285-226-4010-udP-1009P4654>
Numero de referencia: 6964

CERTIFICADO DE FINALIZACIÓN

Optimizing Operations with AI: Strategies and Applications

Instructores: YouAccel Training

Diego Mejía Herrera

Fecha: 27 de abril de 2025
Duración: 21 horas en total



Numero de certificado: UC-6077036-6426-4676-6456P77184
URL del certificado: <https://udacity.com/certificate/UC-6077036-6426-4676-6456P77184>
Numero de referencia: 1094

CERTIFICADO DE FINALIZACIÓN

SEO Training Masterclass 2022: Beginner SEO To Advanced SEO

Instructores: Alex Genadinik, Alex Genadinik's Teaching Assistant

Diego Mejía Herrera

Fecha: 1 de Agosto de 2022
Duración: 17 horas en total



Numero de certificado: UC-6847164-1026-4684-6106P8070202
URL del certificado: <https://udacity.com/certificate/UC-6847164-1026-4684-6106P8070202>
Numero de referencia: 13004

CERTIFICADO DE FINALIZACIÓN

SEO Link Building & Content Writing Course: Get HQ Backlinks

Instructores: Ing. Tomás Morávek, Learn Digital Advertising

Diego Mejía Herrera

Fecha: 10 de agosto de 2025
Duración: 15 horas en total



Numero de certificado: UC-4936667-944-4677-6127P666643002
URL del certificado: <https://udacity.com/certificate/UC-4936667-944-4677-6127P666643002>
Numero de referencia: 13004

CERTIFICADO DE FINALIZACIÓN

SEO Training: Complete SEO Course & ChatGPT SEO Copywriting

Instructores: Ing. Tomás Morávek, Learn Digital Advertising

Diego Mejía Herrera

Fecha: 3 de agosto de 2025
Duración: 46,6 horas en total



Numero de certificado: UC-1087542-4616-4684-6120P666643002
URL del certificado: <https://udacity.com/certificate/UC-1087542-4616-4684-6120P666643002>
Numero de referencia: 13004

CERTIFICADO DE FINALIZACIÓN

SEO Strategy 2022. SEO training to TOP rank your website!

Instructores: Anton Vercanuk

Diego Mejía Herrera

Fecha: 20 de Enero de 2022
Duración: 2 horas en total



SOME CERTIFICATIONS



Numero de certificado: UC-548F046-4E7b-4103-aa84-46225025424
URL del certificado: udemy.com/UC-548F046-4E7b-4103-aa84-46225025424
Numero de referencia: 0004

CERTIFICADO DE FINALIZACIÓN

Airbnb Hosting Entrepreneur | Rental Arbitrage | Experiences

Instructores: Kevin Burns | Side Hustles | Business | Education

Diego Mejía Herrera

Fecha: 11 de agosto de 2025
Duración: 9 horas en total



Numero de certificado: UC-540779a-476a-423a-8e7a-273266846888
URL del certificado: udemy.com/UC-540779a-476a-423a-8e7a-273266846888
Numero de referencia: 0004

CERTIFICADO DE FINALIZACIÓN

AI & Cognitive Science: Bridging Minds and Machines

Instructores: YouAccel Training

Diego Mejía Herrera

Fecha: 4 de abril de 2025
Duración: 25.5 horas en total



Numero de certificado: UC-842A285-5407-4a03-803a-803a4444444
URL del certificado: udemy.com/UC-842A285-5407-4a03-803a-803a4444444
Numero de referencia: 0004

CERTIFICADO DE FINALIZACIÓN

Mastering Advanced ChatGPT Prompt Engineering

Instructores: Chetan Pujari

Diego Mejía Herrera

Fecha: 23 de enero de 2025
Duración: 4.5 horas en total



Numero de certificado: UC-4709844-4888-487d-878a-478a4444444
URL del certificado: udemy.com/UC-4709844-4888-487d-878a-478a4444444
Numero de referencia: 0004

CERTIFICADO DE FINALIZACIÓN

Google Ads Mastery course (2025 Version)

Instructores: Ovais Ahmad

Diego Mejía Herrera

Fecha: 19 de abril de 2025
Duración: 6 horas en total



Numero de certificado: UC-098841776-489d-423d-820d-820d44444
URL del certificado: udemy.com/UC-098841776-489d-423d-820d-820d44444
Numero de referencia: 0004

CERTIFICADO DE FINALIZACIÓN

80 Days of GenAI Mastery: Elevate Your Work & Life with AI

Instructores: Anton Voroniuk, Anton Voroniuk Support

Diego Mejía Herrera

Fecha: 27 de febrero de 2025
Duración: 5.5 horas en total



Numero de certificado: UC-4848484-4888-487d-878a-478a44444
URL del certificado: udemy.com/UC-4848484-4888-487d-878a-478a44444
Numero de referencia: 0004

CERTIFICADO DE FINALIZACIÓN

Google Ads Mastery 101 | Lead Generation With Google Ads

Instructores: Bernard Martin, WAMM Marketing

Diego Mejía Herrera

Fecha: 15 de Mayo de 2024
Duración: 2 horas en total

A CONCLUSION ABOUT ME

I am a Senior SEO and Digital Strategist with extensive experience collaborating on organic positioning projects for national and international brands.

My approach combines in-depth analysis, strategic creativity, and business acumen, allowing me to design and implement organic growth plans that scale visibility, authority, and conversions.

I enjoy working with brands and businesses that seek real, lasting results, not empty promises. If you need an SEO strategy that generates qualified traffic, leads, and sustainable growth, let's talk.

You can contact me today and together we can build a strategy that will transform your digital presence.

WORK METHODOLOGY



PROFESSIONAL ADVICE

In order to better propose efficient solutions.



IMPLEMENTATION + MONITORING

Optimal strategies and constant monitoring.



CUSTOMIZED STRATEGY

Optimization, content, and user experience.



IN-DEPTH DIAGNOSIS

Based on business objectives, not just rankings.




REPORTS + FREE PROPOSAL

A clear roadmap for achieving real goals.



MEASURABLE RESULTS

Clear reports: traffic, positions, leads, conversion, ROI.

 (+57) 3196148116

 diegomh2002

 mejiadesign1937@gmail.com

 agenciabandffit@gmail.com



THANK YOU VERY MUCH AND SEE YOU SOON

Sincerely:

DIEGO MEJÍA HERRERA

TRONCHATORO - BANDFFIT - WEBREFINED - MAD INGENIEROS

tronchatoro.com 

bandffit.com 

webrefined.co 