

Diego Boada

Content Lead / SEO & Localization Specialist

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📍 Bogota, Colombia (Remote Worldwide) | 🌐 <https://diegoboada.com> |  Diego Boada



Summary

Social Communication professional and Digital Advertising Specialist with 5+ years of experience leading organic growth and technical content for global tech brands. Expert in transforming complex concepts into clear, human-centric solutions. Specialized in SEO strategy and localization for international markets.

Experience

Hostinger International

Lithuania (Remote)

Content Lead / SEO & Localization Specialist

Oct 2022 – Mar 2026

- Led the content and SEO strategy for global Spanish markets, driving scalable and sustainable organic growth.
- Managed the end-to-end localization cycle for technical products, ensuring brand authenticity and cultural relevance across diverse countries (Spain, Mexico, Colombia, Argentina).
- Translated complex technical specifications into clear, problem-solving user guides and narratives.
- Optimized editorial workflows to maintain high-quality standards in large-scale content operations.

Zyro (Hostinger Group)

Lithuania (Remote)

Off-page SEO Specialist

Oct 2020 – Sep 2022

- Executed Off-page SEO strategies to build domain authority and brand visibility in the Spanish-speaking market.
- Managed outreach and link-building campaigns, securing high-quality backlinks from authoritative niche sites.
- Analyzed competitor backlink profiles to identify and exploit growth opportunities in a highly competitive landscape.

Universidad Central

Colombia

Guest SEO Instructor

2021 – 2022

- Designed and delivered intensive 12-hour workshops on SEO fundamentals for Digital Advertising Students.
- Guided students through the core pillars of Search Engine Optimization, translating technical concepts into practical, hands-on learning modules.
- Simplified complex search engine architecture and ranking factors to improve student engagement and technical literacy.

Education

Universidad Central

Digital Advertising • Specialization

Marketing

Bogota • 2019-2021

Universidad Central

Social Communication-Journalism • B.A.

Communication

Colombia • 2014-2019

Skills

🔗 SEO Content strategy

🔗 Effective Communication

🔗 Content Inventory Management

🔗 Creative Problem Solving

🔗 Content Localization

🔗 Adaptability

Languages

Spanish

Native

English

C1 (Academic IELTS certified)

French

B2 (DELF certified)

Italian

A1