

Federico Blanco

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PROFESSIONAL SUMMARY

Senior Organic Acquisition & Growth Marketing Specialist with 20+ years of leadership driving high-impact SEO and ASO strategies across hyper-competitive online gaming and sports betting markets. Demonstrated track record outranking billion-dollar operators for high-intent head terms, engineering enterprise-level link networks, managing multi-stage domain migrations, and scaling mobile app visibility. Combines strong technical engineering fundamentals and full-stack development expertise with commercial acquisition performance.

CORE COMPETENCIES

- Strategic & Technical SEO: High-Volume Head Term Dominance, Keyword Research & Search Intent Mapping, Information Architecture, Technical Audits, Regulated Market Compliance (US State-Level / Arizona), Generative Engine Optimization (GEO & AI Search Visibility)
- Off-Page Authority & Link Engineering: Private Site Network Architecture, Commercial Link Acquisition & Outreach, Enterprise Link Networks, Multi-Stage Domain Transitions & Equity Preservation
- App Store Optimization (ASO): Apple App Store & Google Play Visibility, Keyword Strategy, Custom Product Pages (CPP), Conversion Rate Optimization (CRO), Organic Player Acquisition Funnels
- Content & Creative Production: Scalable Search-Driven Content Strategy, Multimedia Asset Creation (Graphics & Video Post-Production), Intent-Aligned Copywriting
- Cross-Functional Leadership: Aligning Marketing Vision with Engineering Implementation, Cross-Team Coordination (Development, Product, Brand Marketing, Lines/Odds Creators)

WORK EXPERIENCE

Betcris Arizona (US Regulated Market)

SEO / ASO Lead | February 2025 – August 2026

- Led organic search and app store optimization strategies, accelerating player acquisition and conversion rates across web and native mobile channels.
- Optimized app store metadata, visual assets, and keyword targeting across app marketplaces to scale organic installs and improve downstream retention.
- Coordinated cross-functionally with product, content, and development teams to implement technical enhancements and state-level acquisition initiatives.

Bookmaker.eu

SEO Manager | August 2016 – April 2026

- Directed the organic growth strategy for a premier sports betting brand, successfully positioning Bookmaker.eu in the **Top 3 US organic search rankings** for ultra-competitive head terms like "*online sportsbook*," directly competing against industry giants like BetMGM, FanDuel, and DraftKings.
- Executed comprehensive technical SEO roadmaps, search architecture updates, and continuous SERP monitoring to maintain top-tier keyword dominance and market share.
- Spearheaded continuous backlink acquisition, domain authority preservation, and scalable content strategies to drive high-converting organic player signups.

Sportsbook.com

SEO Manager | 2006 – 2016

- Directed end-to-end SEO operations, delivering sustained organic player acquisition for an industry-pioneering sportsbook in an intensely competitive landscape.
- Architected and executed critical multi-stage domain migrations (sportsbook.com → sportsbook.eu → sportsbook.ag), ensuring 100% preservation and transfer of search equity, organic authority, and rankings.
- Built and managed a robust network of high-authority supporting web properties and enterprise link-building operations.
- Partnered directly with web and software engineering teams to deploy technical site optimizations, speed enhancements, and indexing best practices.
- Monitored ranking trajectories, search intent data, and conversion funnels utilizing HitBox/Omniture and Google Analytics.

SBGGLOBAL

Technical Support Supervisor & Tool Developer | 2002 – 2006

(Promoted from Bookmaking Clerk | 2000 – 2002)

- Managed internet technical support operations, quality workflows, and customer service escalation protocols.
- Developed custom operational desktop applications in Delphi, including a contact management system for Western Union wire transfers and a dedicated wagering interface for horse racing clerks.

EDUCATION & PROFESSIONAL CREDENTIALS

- **Digital Transformation Strategies Certificate** | INCAE Business School, 2020
- **SEO / SEM Industry Continuous Training:** Search Engine Strategies (SES) Conferences (2006, 2008, 2009, 2010, 2012)
- **Video Post-Production Technician** (Adobe Premiere, After Effects) | Cyber U, 2014
- **Web Development Technician** (HTML, CSS, PHP, MySQL) | TEC ITCR, 2002 – 2004

LANGUAGES

- **Spanish:** Native
- **English:** Full Professional Proficiency
- **German:** Basic / Passive