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I BUILD DIGITAL ECOSYSTEMS THAT CONNECT BRANDS WITH PEOPLE.

EDUCATION



B.A. in Communication Sciences, specialization in Advertising Production and Planning

Benemérita Universidad Autónoma de Puebla (BUAP)
2007 – 2011

SKILLS

Q SEO & ANALYTICS

- Technical SEO · On-Page SEO
- Keyword Research · Content Optimization
- SEO Audits · Analytics & Data Analysis
- AEO/GEO Optimization
- Google My Business

<> WEB DEVELOPMENT

- HTML5 · CSS3 · JavaScript
- WordPress · WooCommerce
- Theme Development · CMS Management
- UX Implementation · Responsive Design

< Digital MARKETING

- Content Marketing · Content Strategy
- Campaign Planning · Social Media
- Email Marketing · Paid Media

⚙ AI & AUTOMATION

- AI Tools Integration
- Workflow Automation
- AI for Content & SEO
- AI for Development

🎨 BRANDING & VISUAL IDENTITY

- Brand Strategy · Visual Identity
- Campaign Concepting · Content Design
- Editorial Design · Creative Direction

✂ DESIGN & CREATIVE

- Graphic Design · Photo Editing
- UI/UX Design
- Copywriting

LANGUAGES

- Spanish — Native
- English — Professional Working Proficiency / Fluent (C1/C2)

CERTIFICATIONS

SEMrush / Ahrefs
Lynda.com / LinkedIn Learning

TOPICS

- SEO
- GA4 Analytics
- Content Marketing
- Digital Marketing

RUY RENAU

SEO & AEO/GEO SPECIALIST · WEB DEVELOPER · DIGITAL MARKETING STRATEGIST

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👤 ABOUT ME

SEO specialist with a focus on AEO/GEO, and over a decade of experience building digital strategy for 70+ brands. Deep expertise in technical SEO, content strategy, and WordPress development. Founder of Glitch Creativo, delivering integrated growth solutions since 2017 across Mexico and internationally.

🏠 OWN VENTURES & EDITORIAL PROJECTS



GLITCH CREATIVO — Founder & Lead Developer / Director
2017 – Present | CDMX, México

Founded and lead an independent digital consultancy delivering custom web engineering and growth solutions for 70+ national and international brands across automotive, real estate, education, hospitality, and retail.

- Full-Cycle Web Development:** Architect and build scalable websites, custom web applications, bespoke plugins, and tailored digital solutions built to client specifications.
- Systems & API Integrations:** Engineer robust third-party integrations, RESTful APIs, CRM connections, payment gateways, and data pipelines to optimize operational workflows.
- Search & Growth Strategy:** Direct technical SEO, AEO/GEO architectures, and performance marketing campaigns that consistently drive high-intent organic traffic and conversion pipelines.



REVISTA EFE! — General Director
2016 – 2017 · Independent Digital Magazine

Evolution of Flint! into a broader national platform promoting culture at scale. Oversaw full production pipeline, content strategy, and digital distribution.



REVISTA FLINT! — Co-Founder & Editorial Director
2010 – 2015 · Independent Digital Magazine

Theme and content selection, coordination of contributors, final content review, concept and content development, design of specific sections, and full editorial direction.

🔑 JOB EXPERIENCE

- PAYRANGE** — Content Creative December 2025 – July 2026 | Hybrid
 - Led the end-to-end digital and content integration following PayRange's acquisition of KioSoft, migrating kiosoft.com to the core brand identity and content architecture.
 - Built, scheduled, and managed the comprehensive multi-channel social media calendar, driving consistent cross-platform engagement.
 - Produced high-impact creative proposals, digital assets, and strategic decks for executive leadership review.
- IEXE UNIVERSIDAD** — Digital Marketing, Web Designer & SEO December 2019 – December 2025 · CDMX, México
 - Redesigned the IEXE website and led a new digital marketing strategy end-to-end
 - Directed and developed the SEO and content strategy, achieving Top 3 keyword rankings in competitive markets
 - Developed and launched additional portals, including evaluate.mx and masterclass.iexe.edu.mx
- DIMSA INMOBILIARIO** — Marketing Director March 2018 – October 2019 | Real Estate
 - Directed national marketing, media planning, and advertising campaigns across billboards, radio, press, and digital channels.
 - Supervised multidisciplinary design and web teams to deliver high-converting web portals for multiple real estate developments.
 - Architected and executed an inbound digital strategy leveraging HubSpot CRM to streamline lead qualification and pipeline tracking.
- BULNES ARQUITECTOS SA de CV** — Digital Marketing Manager July 2018 – February 2019 | Real Estate
 - Structured the comprehensive digital and brand strategy for Bulnes Arquitectos and its flagship projects, including Bulnes Real Estate and Torre Helea.
 - Oversaw web development and UX/UI execution to elevate brand positioning in the luxury real estate sector.
 - Managed targeted paid media campaigns across Google Ads and Meta Ads, driving high-intent qualified leads.
- PERIÓDICO MULTITUD** — Senior Designer & Web Developer 2016 – 2018 · Freelance · Editorial

Brand identity, editorial design, and full web development for the digital publication.
- ALEBRIJE / IDG** — Design, Media & Art Director 2013 – 2016 · CDMX, México · Marketing

Started in design and media, later promoted to Art Director. Graphic design, corporate and advertising materials, media relations, development of advertising plans, event coordination and logistics, website design and administration.

🔧 TOOLS & SOFTWARE

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DEVELOPMENT	SEO / ANALYTICS	DIGITAL MARKETING	AI / AUTOMATION	DESIGN	OTHER
Visual Studio Code HTML5 & CSS3 JavaScript WordPress WooCommerce FileZilla	Analytics GA4 Search Console SEMrush Ahrefs Screaming Frog GTMetrix	Google Ads Meta Ads Tag Manager HubSpot CRM Email Mktg.	ChatGPT Claude Gemini Antigravity Midjourney	Figma CapCut Photoshop Illustrator InDesign Premiere	Office Suite Monday Asana

👥 SELECTED CLIENTS

VIPS · ISUZU · Volkswagen · Kenworth · Black Toro · JCB (Puebla, Tlaxcala, Austin, South Texas, Corpus Christi, San Antonio) · Bobcat · Doosan · CIPSA · Urban Loft · Urban Express · Zhomes · Alebrije · Gamba Roja · UMAD · Berel · Gobierno de Tlaxcala · DIMSA · Bulnes Arquitectos · Café Colibrí · IEXE Universidad · Evaluate · Boston Center

📈 KEY RESULTS

TOP 1-5

🔍 Consistent Top 1–5 rankings across primary keyword clusters, like Public University and Public Policy