

CARLO IORIO

Montreal, Quebec

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Professional Summary

Montreal based-digital marketer with extensive experience in web design, development, analytics and SEO. Recognized for building and managing authoritative, niche websites in the financial and insurance sectors, establishing trusted online platforms that rank strongly and generate consistent qualified leads.

Professional Experience

Self-Employed (Remote / Montreal, Quebec)

1. Confidential Client (Financial Sector)

Website Manager | **Jan 2023 – Present**

Built and continue to manage a leading Canadian annuity website for a private financial group. Responsible for all website operations, content strategy, SEO, analytics and lead generation. Recognized by The Globe and Mail and Financial Post for industry authority.

2. Confidential Client (Insurance Sector)

Digital Content Strategist (Independent Contractor) | **Jan 2023 – Present**

Plan and structure high-value insurance articles following Google's E-E-A-T standards. Create the full content blueprint; including research, data, tools, visuals and SEO layout that drives top search rankings and AI visibility while strengthening site authority and user experience.

3. Digital Wealth Media

Website Manager – DigitalWealthMedia.com | **Feb 2022 – Present**

Built and manage the company's Shopify based website specializing in estate planning and downloadable will packages. Maintain site functionality, content updates, layout improvements, in alignment with company goals and recommendations.

The Hughes Trustco Group Ltd. – Montreal, Quebec

Website Manager – HughesTrustco.com | **Aug 2000 – Feb 2022**

Built and managed the firm's online presence, generating life and health-insurance leads in the early 2000s and making Hughes Trustco one of Canada's first brokerages to generate leads online. Developed multiple product-specific microsites for term life, disability and critical-illness insurance to capture niche search traffic. Later created and launched a leading Canadian annuity information and lead-generation website, which remains a national authority in its field. Directed SEO, content and digital strategy to build long-term authority. The site's success led to its acquisition by a confidential financial group in 2022.

Summary of Qualifications

■ Digital Marketing

SEO, SEM, Content Marketing, Keyword Research, Competitive Analysis, Schema Markup, Web Analytics, Google My Business, AI-Assisted Content Planning

■ Website Design and Development

HTML, CSS, Bootstrap, Adobe Photoshop, Canva, Visual Studio Code, Elementor, Shopify, Webflow, WordPress, MySQL (basic), phpMyAdmin, cPanel, Hosting Account Management (AMP)

■ Website Software

Familiar with leading SEO, analytics and optimization tools, including Ahrefs, MOZ, Screaming Frog, SEMrush, Hotjar, Google Analytics, Tag Manager, PageSpeed Insights and Google Search Console.

■ AI & Automation Tools

Experienced with Jasper, ChatGPT and other generative AI platforms for content planning, research and optimization. Skilled in prompt engineering to streamline workflows and enhance SEO-driven content.

Key Achievements & Expertise

- Created and managed LifeAnnuities.com, a leading Canadian authority site on annuities that generated consistent organic leads across multiple financial products and was sold for a six-figure sum.
- Achieved first-page SEO rankings on Google, Bing and Yahoo for high-value insurance keywords, outperforming major insurers in Canada.
- Published educational content cited by The Globe and Mail, Financial Post, MoneySense and Canadian MoneySaver.
- Planned and structured E-E-A-T-based content that included articles, calculators, videos, and infographics distributed through email and social media channels.
- Experienced in web analytics, conversion tracking, and landing-page optimization, using tools like Google Analytics, Tag Manager and SEMrush to improve user experience and lead generation.

Education

- **BComm, Major in Finances** — Concordia University (Montreal, Quebec)
- **DEC, Pure and Applied Science** — Dawson College (Montreal, Quebec)

Professional Development

- LinkedIn Learning online training with 63 certified course completions since November 2021
- Self-directed study in Google Analytics Academy, HubSpot Academy and SEMrush Academy