

MICHAEL

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# Michael Joudal

**Technical SEO & Digital Marketing Specialist**



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mejoudal@icloud.com



michael.joudal@icloud.com



5A Main Rd, Eastleigh, Edenvale, Gauteng, South Africa, 1609

Dear

I hope this letter finds you well. My name is Michael Joudal, and I am writing to express my sincere interest in joining the team. I have been captivated by your company's commitment to innovation and excellence in the digital realm, which aligns perfectly with my passion for creating data-driven online marketing strategies.

Over the course of my career, I have developed a strong foundation in digital marketing, SEO, and front-end web fundamentals. Through my studies and hands-on experience, I have become skilled at optimizing websites for Google Search, leveraging advanced content and social tactics for SEO, and utilizing Google AI Essentials to enhance online marketing campaigns. In addition, I have built a solid understanding of cybersecurity principles and technical support fundamentals, enabling me to approach digital marketing from both a creative and a technical perspective.

My background has taught me the importance of engaging audiences with compelling content and data-backed marketing strategies. Whether it's crafting user-friendly websites, analyzing SEO performance, or executing digital campaigns, I am eager to contribute my diverse skill set to drive tangible results.

I am currently based in Johannesburg, South Africa but am fully prepared and excited to relocate to Austria. I believe that working in Austria will provide the perfect opportunity to immerse myself in a new business culture, collaborate with international teams, and continue growing as a digital marketing professional.

Thank you for your time and consideration. I would welcome the opportunity to discuss how my experience and enthusiasm can contribute to the ongoing success of your organization. I look forward to the possibility of working together and hope to speak with you soon.

Sincerely,

Michael Joudal

*Michael Joudal*

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T: +27 76 501-2617

W: 27765012617

L: <https://www.linkedin.com/in/mejoudal>

F: <https://www.facebook.com/mejoudal>

I: <https://www.instagram.com/mejoudal>



# Michael Joudal

**Technical SEO & Digital Marketing Specialist**

## SUMMARY OF ME

I'm Michael Joudal, a dedicated digital marketing and SEO professional with a solid grounding in front-end web fundamentals, cybersecurity, and e-commerce. My skill set includes advanced content and social tactics for SEO, optimizing websites for Google Search, and leveraging Google AI Essentials to enhance digital strategies. I've also studied Technical Support Fundamentals to better understand the technical side of online platforms. Above all, I'm passionate about creating data-driven marketing campaigns that engage customers, boost search rankings, and support business growth.

## EDUCATION

**2021**  
Front End Fundamentals  
**PIRPLE**

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**2022**  
Introduction to Google SEO  
**University of California, Davis**

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**2022**  
Advanced Content and Social Tactics to Optimize SEO  
**University of California, Davis**

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**2022**  
Advanced Content and Social Tactics to Optimize SEO  
**University of California, Davis**

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**2022**  
Google SEO Fundamentals  
**University of California, Davis**

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**2023**  
Foundations of Digital Marketing and E-commerce  
**Google**

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**2023**  
Technical Support Fundamentals  
**Google**

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**2024**  
Foundations of Cybersecurity  
**Google**

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**2024**  
Google AI Essentials  
**Google**

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**2024**  
Advanced Content and Social Tactics to Optimize SEO  
**University of California, Davis**

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**2024**  
Attract and Engage Customers with Digital Marketing  
**Google**

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## SKILLS

- Graphic Design
- HTML | CSS Website Design And Development
- WordPress Website Design And Development
- Search Optimization
- Digital Marketing
- Print Marketing
- Email Marketing
- Photoshop
- Illustrator
- R Development
- SWIFT Development
- Python Development

## LANGUAGES

- English | C1 Advanced
- Afrikaans | Intermediate
- German | A2 Elkemetary

## EXPERIENCE

### 2011-2025 | Technical SEO & Digital Marketing Specialist

As a Technical SEO & Digital Marketing Specialist at SEO SA since 2011, I optimize websites, analyze data, and enhance user experience for measurable growth and digital excellence.

#### SEO SA | China Direct Sourcing

### 2008-2011 | Technical SEO & Web Development

From 2008 to 2011, I worked as a Technical SEO & Digital Marketing Specialist at Progressive Web, focusing on website optimization, keyword research, link building, and digital marketing campaigns.

#### Progressive Web Pty Ltd

### 2007-2008 | Desktop A PABX Support

From 2007-2008, I provided comprehensive Desktop & PABX Support for BMW South Africa, addressing hardware and software issues, installing and configuring telecommunication systems, and maintaining service standards.

#### BMW South Africa

### 2004-2007 | Statistics And Technology

From 2004 to 2007, I was the Statistics and Technology Manager at Liberty Life South Africa, responsible for data analysis, strategic decision-making, technology implementation, predictive model development

#### Liberty Life South Africa

### 2002-2004 | Call Center Agent

From 2002 to 2004, I worked as a Call Center Agent for Yellow Pages South Africa, handling calls, ensuring swift resolution, responding to inquiries, updating listings, and providing excellent customer service.

#### Yellow Pages South Africa



5A Main Rd, Eastleigh, Edenvale, Gauteng,  
South Africa, 1609

# UC DAVIS

Mar 29, 2022

**Michael Joudal**  
has successfully completed

**Optimizing a Website for Google Search**  
an online non-credit course authorized by University of California, Davis and offered  
through Coursera



Rebekah May  
Organic Growth Consultant & SEO Instructor  
UC Davis Division of Continuing and Professional Education

COURSE  
CERTIFICATE



Verify at:  
<https://coursera.org/verify/A6WD2F72JUBU>  
Coursera has confirmed the identity of this individual and  
their participation in the course.

# UC DAVIS

Feb 27, 2022

**Michael Joudal**  
has successfully completed

**Introduction to Google SEO**  
an online non-credit course authorized by University of California, Davis and offered  
through Coursera



Rebekah May  
Organic Growth Consultant & SEO Instructor  
UC Davis Division of Continuing and Professional Education

COURSE  
CERTIFICATE



Verify at:  
<https://coursera.org/verify/57G4D5LCJS35>  
Coursera has confirmed the identity of this individual and  
their participation in the course.

# UC DAVIS

Mar 7, 2022

**Michael Joudal**  
has successfully completed

**Google SEO Fundamentals**  
an online non-credit course authorized by University of California, Davis and offered  
through Coursera



Rebekah May  
Organic Growth Consultant & SEO Instructor  
UC Davis Division of Continuing and Professional Education

COURSE  
CERTIFICATE



Verify at:  
<https://coursera.org/verify/QR42QJFQZNEV>  
Coursera has confirmed the identity of this individual and  
their participation in the course.

# UC DAVIS

Apr 20, 2024

**Michael Joudal**  
has successfully completed

**Advanced Content and Social Tactics to Optimize  
SEO**  
an online non-credit course authorized by University of California, Davis and offered  
through Coursera



Eric Engle  
Lead Author of "The Art of SEO"  
President, Pilot Holding, Inc.

COURSE  
CERTIFICATE



Verify at:  
<https://coursera.org/verify/58Y523L954EK>  
Coursera has confirmed the identity of this individual and  
their participation in the course.



Apr 13, 2024

**Michael Joudal**  
has successfully completed

**Attract and Engage Customers with Digital Marketing**

an online non-credit course authorized by Google and offered through Coursera

Amanda Brophy  
Global Director of Google Career Certificates

COURSE  
CERTIFICATE



Verify at:  
<https://coursera.org/verify/ZWBX4YPEE9GB>  
Coursera has confirmed the identity of this individual and their participation in the course.



Jan 14, 2023

**Michael Joudal**  
has successfully completed

**Foundations of Digital Marketing and E-commerce**  
an online non-credit course authorized by Google and offered through Coursera

Amanda Brophy  
Global Director of Google Career Certificates

COURSE  
CERTIFICATE



Verify at:  
<https://coursera.org/verify/2SKGHTCU4R38>  
Coursera has confirmed the identity of this individual and  
their participation in the course.



Apr 22, 2024

**Michael Joudal**  
has successfully completed

**Google AI Essentials**  
an online non-credit course authorized by Google and offered through Coursera

Amanda Brophy  
Global Director of Google Career Certificates

COURSE  
CERTIFICATE



Verify at:  
<https://coursera.org/verify/11MJHTCU4R38>  
Coursera has confirmed the identity of this individual and  
their participation in the course.



Jan 30, 2023

**Michael Joudal**  
has successfully completed

**Technical Support Fundamentals**  
an online non-credit course authorized by Google and offered through Coursera

*Google*

Google

COURSE  
CERTIFICATE



Verify at:  
<https://coursera.org/verify/62X5JNNT44QY>  
Coursera has confirmed the identity of this individual and  
their participation in the course.



Jun 21, 2024

**Michael Joudal**  
has successfully completed

**Foundations of Cybersecurity**  
an online non-credit course authorized by Google and offered through Coursera

Amanda Brophy  
Global Director of Google Career Certificates

COURSE  
CERTIFICATE



Verify at:  
<https://coursera.org/verify/UNCYUR95JVER>  
Coursera has confirmed the identity of this individual and  
their participation in the course.

THIS CERTIFICATE OF COMPLETION IS AWARDED TO

**Michael Joudal**



FOR SUCCESSFULLY PASSING THE FOLLOWING PIRPLE.COM COURSE (INCLUDING ALL QUIZZES, HOMEWORKS, PROJECTS AND EXAMS):

## Frontend Fundamentals

HTML 5 & CSS 3 SKILLS ACQUIRED:

*HTML: Doctypes, head, body, paragraph, div, header, footer, main, lists, images, links. CSS: Selectors, rules, properties, padding, margin, borders, background color, font size, text alignment, inheritance, type selectors, direct descendants, classes, IDs, specificity, advanced selectors, mobile responsiveness (responsive web design).*

Issued: 2021-01-08

Certificate ID: csa7p8u6lh



**SCAN THIS CODE TO  
VERIFY THIS CERT**



**PIRPLE**



# WordPress: Action and Filter Hooks

Course completed by Michael Joudal  
Dec 20, 2020 at 03:23AM UTC • 1 hour 25 minutes

Top skills covered

WordPress

A handwritten signature in black ink that reads "Dan F. Roberts".

Head of Global Content, Learning

Certificate ID: 16ac44eddd43e8645589d3f6ad135c2c04571387c3c156e6c0cf00ae39d15a915





# Michael Joudal

is awarded this certificate of achievement for the successful completion of the

**Mobile, International, and Local SEO Test**

Certificate expires **Oct 3, 2022**



Certificate of completion #ec4e07209aad653  
Certification exam ID-6159eee94fa271a981b6826



# Michael Joudal

is awarded this certificate of achievement for the successful completion of the

## Link Building Test

Certificate expires **Oct 3, 2022**



Certificate of completion #f3b6cd72bf1440  
Certification exam ID-6159ec5d0bbe761ab7a045f



Digital Marketing  
Certification

# Michael Joudal

is awarded this certificate of achievement for the successful completion of the

## Semrush for Digital Agencies Certification

Certificate expires **Sep 28, 2022**



Certificate of completion #f4fc191292774b  
Certification exam ID-6152660f45fb4c0b8fa434af



Digital Marketing  
Certification

# Michael Joudal

is awarded this certificate of achievement for the successful completion of the

## Semrush SEO Toolkit Exam

Certificate expires **Sep 28, 2022**



Certificate of completion #90401bf1bddf423  
Certification exam ID-6153295db2198c0dc98cb2f5



# Michael Joudal

is awarded this certificate of achievement for the successful completion of the

## Local SEO Exam

Certificate expires **Oct 3, 2022**



Certificate of completion #318d1c8de4a4a7e  
Certification exam ID-6159e93d3301cc1ab47b9a48



# Michael Joudal

is awarded this certificate of achievement for the successful completion of the

## Role of Content Exam

Certificate expires **Sep 28, 2022**



Certificate of completion #9e4a6b977f01591  
Certification exam ID-6152692d45fb4c0b8fa43809



Digital Marketing  
Certification

# Michael Joudal

is awarded this certificate of achievement for the successful completion of the

## SEO Toolkit Exam for Advanced Semrush Users

Certificate expires **Sep 28, 2022**



Certificate of completion #7f23c7a881b941d  
Certification exam ID-61532b9ede6b630db39d9ddd



# Michael Joudal

is awarded this certificate of achievement for the successful completion of the

## Rank Tracking Test

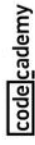
Certificate expires **Oct 3, 2022**



Certificate of completion #9b0e4674d34f838  
Certification exam ID-6f159edd543fe01ad0c28772

# Certificate of Completion

Dec 4, 2022



Certificate of Completion  
**Module Completed: Next Steps**

November 28, 2022

**Progressive Web**  
Dec 4, 2022

**Learn HTML Course**



6383f5f6af  
Scan to verify

**2024**

Certificate  
of Completion

100% completion

Successfully completed all course  
material in the Learn HTML Course

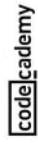
General Manager

*Kunal Ahuja*

Kunal Ahuja

# Certificate of Completion

Dec 4, 2022



Certificate of Completion  
**Module Completed: Next Steps**

December 4, 2022

Awarded to

## Progressive Web

Dec 4, 2022

For completing

## Learn Color Design Course



6380027869  
Scan to verify

Verification

# 2024

Certificate  
of Completion

100% completion

Successfully completed all course  
material in the Learn Color  
Design Course

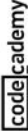

General Manager

*Kunal Ahuja*

Kunal Ahuja

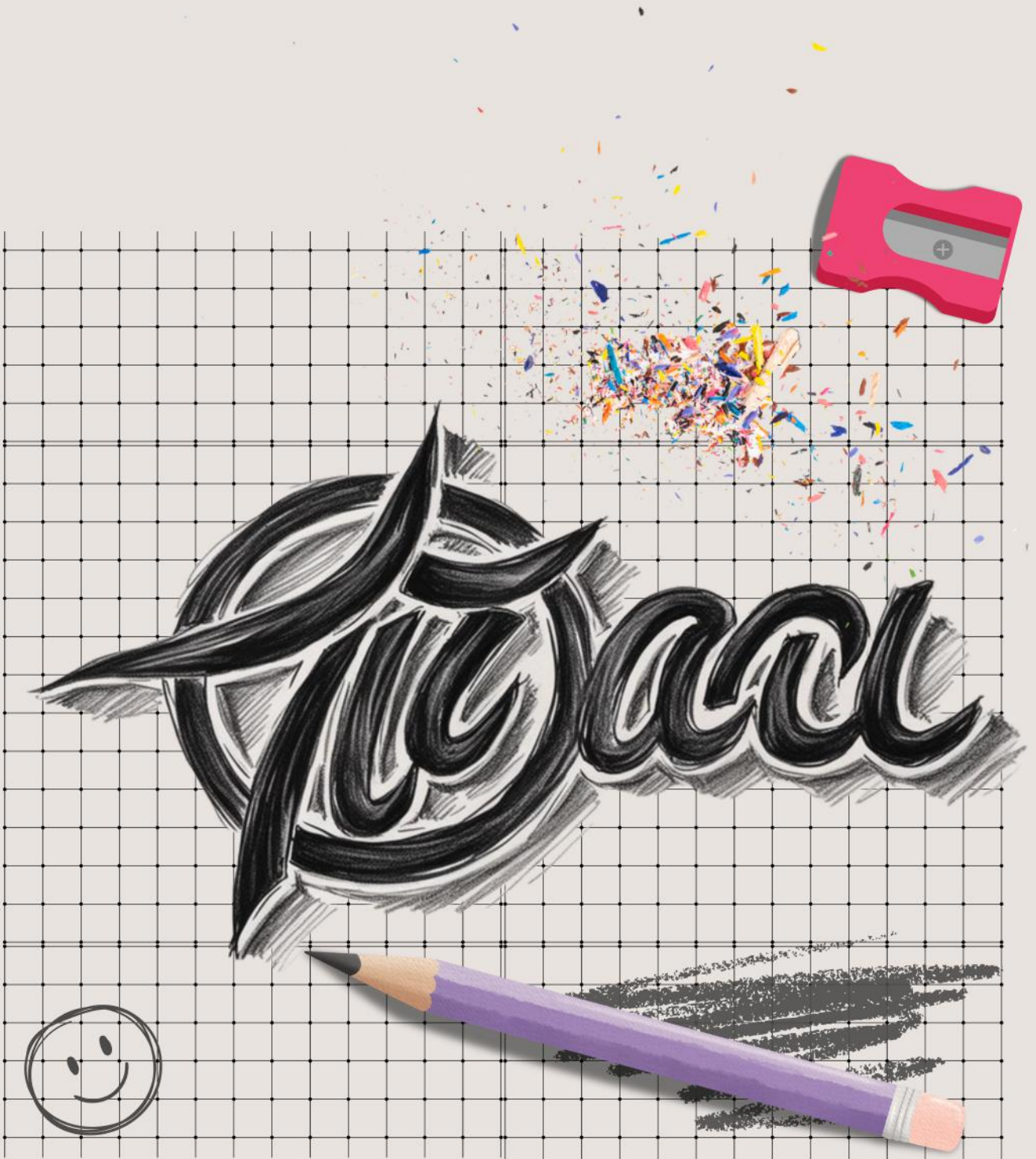
Dec 4, 2022

## Certificate of Completion

	
<b>Certificate of Completion</b> <b>Module Completed: Next Steps</b> December 4, 2022	
<b>Progressive Web</b> Dec 4, 2022	
Introduction to Blockchain and Crypto Course	
Awarded to	
For completing	
Verification	638004CC43 Scan to verify
	Certificate of Completion
<b>2024</b>	100% completion
Successfully completed all course material in the Introduction To Blockchain and Crypto Course	
General Manager	
<i>Kunal Ahuja</i>	
Kunal Ahuja	

01

# logo DESIGN



# logo design

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# logo design

**T-ONE**  
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to be  
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