Wladimir Ming

SEO SPECIALIST AND WEB DEVELOPER

Valdilana (Biella), Piedmont, Italy
kaiqueming@hotmail.com · +39 333 228 7047
wladimirming.com · LinkedIn

PROFILE

SEO professional since 2016, working with online businesses in the United Kingdom (e-commerce and product websites), and now also a web developer. I focus on technical and international SEO and build fast multilingual websites, from strategy to code. Six years in the Brazilian Air Force and in airport rescue taught me to work in a team, under pressure and with strict procedures. Raised and educated in England.

EXPERIENCE

SEO Specialist (self-employed)

2016 – present

Events Online · London, United Kingdom

- Keyword research and content planning with the marketing team.
- Technical audits, on-page optimisation and backlink analysis for link building.
- Tracking organic traffic and rankings with Semrush, Ahrefs and Screaming Frog.

SEO & Web Specialist

present

Apex Dev Studio · SEO and web design studio

- Member of a studio of three professionals with complementary skills.
- SEO review of the studio website in four languages (EN, PT, IT, ES).
- External audit of the home page (November 2026): SEO score 91/100, lab performance 94 on mobile and 96 on desktop.

Rescue team leader

2022

Med-Mais · Congonhas Airport, São Paulo

- Led a team of 3 rescuers; daily equipment checks.
- Wrote the training, inspection and maintenance procedures.

Aviation firefighter

2020 – 2022

Falck Fire Brasil · Guarulhos Airport

- Firefighting and rescue response; equipment checks and maintenance.
- Wildlife and insect hazard management on the airfield.

Airman First Class, aerodrome firefighter

2014 – 2020

Brazilian Air Force · São Paulo

- Infantry, then aerodrome firefighter (Campo de Marte and Guarulhos).
- Pre-hospital first aid training with Infraero; administrative duties.
- Discharged with the Honra ao Mérito commendation for exemplary conduct.

FEATURED PROJECT

Personal portfolio · wladimirming.com

Multilingual website (EN, IT, PT) designed and developed by me, with a blog, an integrated CMS and automatic deployment on Cloudflare. Lighthouse accessibility 100/100.

LANGUAGES

Portuguese native · **English** fluent · **Italian** B1

SKILLS

SEO & digital marketing
Technical SEO · International SEO · On-page · Keyword research · Link building · Structured data · Core Web Vitals · Google Ads

Web development
Next.js · React · TypeScript · Tailwind CSS · Cloudflare · GitHub · Python (in progress)

Tools
Semrush · Ahrefs · Screaming Frog · Google Search Console · Google Analytics · Google Tag Manager · Visual Studio Code

Transferable
Teamwork · Emergency management · First aid · Intercultural communication

EDUCATION

MBA in ESG and Sustainability
Anhanguera · 2020 – 2022

Degree in Biology
Faculdade das Américas (FAM) · 2020

Marine plankton laboratory
Oceanographic Institute, University of São Paulo · 2 years · training an AI to classify species

CS50's Introduction to Programming with Python
HarvardX · in progress

LinkedIn Learning
SEO Expert (2018) · Google Ads and paid traffic (2025)

Secondary school in England
British school system · ages 10 to 18