# NEIL MARTIN GAMBOA

## CONTACT

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## SKILLS

- Front-End Web Development
- Shopify Product Research
- Shopify Product Listing
- On-Page SEO
- Off-Page SEO
- SEO Link Building
- SEO Content Writing
- SEO Keyword Research
- SEO Strategy

## TECH STACK

- HTML
- CSS
- JavaScript
- Bootstrap
- TailwindCSS
- ReactJS
- Postman
- Firebase
- Figma
- MySQL
- Ahrefs
- SemRush
- Wordpress
- Shopify

## EDUCATION

**Bachelor of Science Major in Information Technology**   2018 - 2022
San Beda University
**GPA:** 1.87

## WORK EXPERIENCE

**Mapua University**   MAR 2023 - SEPT 2023
Instructional Technologist

- Resolved technical and learning management system (LMS) inquiries from students, faculty, and staff.
- Delivered technical support to optimize user experience across the LMS platform.
- Managed and improved LMS functionality to enhance efficiency and accessibility.

**Brand That Name (Digital Marketing Agency)**   NOV 2023 - FEB 2024
SEO Analyst

- Draught and implement company SEO plans and create road map for accomplishments.
- Monitor effectiveness of SEO and marketing programs in terms of traffic.
- Optimize keyword use and effectiveness.
- Troubleshoot poor rankings and develop improvement strategies.
- Utilize keyword research tools to track progress and performance.

**Grow Digi (Digital Marketing Agency)**   MAR 2024 - DEC 2024
SEO Specialist

- Developed on-site body content, meta descriptions and page titles in support of SEO strategies.
- Designed template for the content management system to promote SEO and conversion best practices and the efficient use of HTML tags.
- Increased relevant click through and conversation rates
- Worked productively with clients and staff to establish project scopes and accomplish milestones.

## CERTIFICATES

**AllWhiteHat Advanced SEO Certification**   DEC 2021 - FEB 2O22
SEO Course

**Cisco Meraki Solutions**   JUL 2023
Mapua Univeristy

**Mastering TailwindCSS**   JAN 2024
BASE404

**BASE404 Web Development Bootcamp**   JAN 2024 - APR 2024
BASE404