






Shella Mae Moniva

Digital Marketing
Specialist

Contact

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About Me

Experienced Link Builder skilled in SEO outreach, backlink acquisition, and content marketing. Proficient in Ahrefs, SEMrush, and Moz, with a focus on white-hat strategies to boost search rankings and organic growth.

Skills

- Digital Marketing
- SEO
- Social Media Research
- Technical Support
- Research and Strategy
- Lead Generation

Education

- **Tuburan National High School**
High School
2007 - 2011
- **Bachelor of Information Technology**
University of Cebu
2013 - 2017

Experience

- **Digital Marketing Specialist/Link Builder**
180 SEO Inc., 2022 - Present
 - Conduct competitor backlink analysis and prospect research
 - Perform email outreach and build relationships with webmasters
 - Develop and promote linkable content (guest posts, infographics, etc.)
 - Track backlinks and analyze performance using SEO tools (Ahrefs, SEMrush)
 - Collaborate with content and SEO teams to optimize strategies
- **Senior Website Researcher**
180 SEO Inc., 2021-2022
 - Evaluate the appropriate website metrics using tools (Ahrefs, Hunter.io, Pitchbox)
 - Find contact information of bloggers and key influencers
 - Identify high-quality and niche relevant blogs /website
- **Data Entry Specialist**
Mikrotechnic Technology Inc., 2018- 2021
 - Business Web Research
 - Data Administration and collecting/organizing research data
 - Online data collection, Data Mining and Data Entry Database Creation
- **Technical Support Representative**
IONOS 2017-2018
 - Answer incoming phone calls
 - Troubleshooting customer's website
 - Resolving customers regarding email, website, billing account

References

Angelica Marie Diamante

180 SEO Inc. / Office Admin

Phone: 09692044023

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Kate Miranda

180 SEO Inc. / Digital
Marketing Specialist

Phone: 09561382829

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