



# SHARA MAY DANCEL

SEO CONTENT WRITER / DIGITAL PR  
EXECUTIVE / OUTREACH SPECIALIST

## ABOUT ME

A results-driven SEO Content Writer and Digital PR Specialist with a journalism background. Skilled in creating optimized content and executing impactful campaigns for diverse clients consistently delivering high-quality projects on time.



+639976006049



sharamay.dancel@outlook.com



San Jose del Monte,  
Bulacan, Philippines

## CLIENTS & PROJECTS

- USA
- Australia
- UK
- Other parts of Europe

## EXPERTISE

- Digital PR writing
- SEO blog posts
- Landing pages
- Website service pages
- Location pages
- Guest blog posts
- Google My Business descriptions
- Social media descriptions
- Outreach to Media

## EXPERIENCE

### SEO Content Writer

February 2022 - Present

- Conduct keyword research, internal and external linking, and competitive analysis to boost search engine rankings.
- Utilize SEO tools such as Ahrefs, Google Trends, and Glimpse, to search best keywords and current trends.
- Create and optimize content using SurferSEO and Frase, focusing on SEO and audience engagement.
- Collaborate with clients across various industries, including education, technology, and healthcare, to deliver tailored content solutions.
- Employ AI tools like Jasper, Claude.ai, and ChatGPT4 to enhance content creation efficiency and impact.

### Digital PR Writer and Outreach Specialist

September 2023 - Present

- Develop and execute digital PR campaigns, securing media placements and driving brand awareness.
- Utilize media lists from Muck Rack to target press releases effectively and manage outreach through BuzzStream.

## EDUCATION

City of Malabon University

AB Journalism

2010 - 2014

## SKILLS SUMMARY

Keyword Research	<div><div></div></div> 73%
Campaign Ideation	<div><div></div></div> 86%
Content Writing	<div><div></div></div> 97%
SEO Optimization	<div><div></div></div> 95%
Outreach	<div><div></div></div> 71%

