

# Maegan Shanne T. Damugo

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## About Me

A dedicated and results-oriented professional with experience in SEO link building, content strategy, and customer service. I have a background in managing content creation, email outreach, and link-building campaigns to drive organic growth and visibility. Skilled in collaborating with global teams, optimizing workflows, and using data-driven approaches to enhance performance. I thrive in dynamic, fast-paced environments and am committed to delivering impactful outcomes through teamwork and strategic execution.

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## Key Competencies

- Excellent Communication skills
  - SEO Link Building
  - Team Collaboration
  - Time Management & Task Completion
  - Content Strategy & Management
  - Customer Service Expertise
  - Notetaking and Documentation
  - Technical Skills
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## Professional Experience

### Remote Staff Seeker – Link Builder

[Freelance – Contract Ended]

- Conduct keyword research and competitor analysis to identify potential link-building opportunities.
- Find relevant websites, blogs, forums, and directories for potential backlinks.
- Reach out to website owners, bloggers, and influencers for guest posting, collaborations, or partnerships.
- Craft personalized outreach emails, highlighting mutual benefits and value propositions.
- Use tools like Ahrefs to find broken links on relevant websites.
- Contact webmasters to suggest replacing the broken link with your relevant content.
- Report on the number of backlinks earned, the quality of links, and their impact on organic traffic and keyword rankings.
- Use tools to assess the domain authority (DA) and relevance of referring sites.
- Analyze competitors' backlink profiles to uncover link-building opportunities that your competitors are capitalizing on.

### Accelerate Agency - Senior Content Executive

[Dec 2022 – Sept 2024]

- Identify target audience segments and create content plans that resonate with them, focusing on improving brand visibility, engagement, and conversions.
- Conduct keyword research to guide content creation and ensure that all materials are optimized for search engines.
- Work closely with freelance writers, in-house copywriters, and editors to create compelling, well-rounded content.
- Provide clear briefs, feedback, and editorial guidance to maintain consistent quality and tone of voice.
- Ensure that content aligns with the overall tone and message of the brand, maintaining a high level of quality.
- Present content reports, strategies, and proposals to leadership, gathering feedback to refine initiatives.
- Develop comprehensive content briefs to provide clear guidance and direction for writers in the creation of high-quality articles.

**Make Lemonade (NWB) – Email Outreach Associate, Link Builder** **[Dec 2021 – July 2023]**

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**LASSI (Beehive Corp.) – Notetaker Specialist** **[Aug 2021– Dec 2021]**

- Distill lengthy discussions or complex information into concise, organized summaries.
- Highlight essential points, including objectives, deadlines, tasks assigned, and important decisions made during the session.
- Organize notes in a structured format with headings, bullet points, and sections for easy reference.
- Ensure consistency in formatting, making the notes accessible and easy to understand by others.
- Revise and clarify notes after reviewing the recorded session or discussion to ensure no important points were missed.
- Edit or enhance notes if needed to provide better clarity or detail for future reference.

**Teleperformance – Customer Service Representative** **[July 2018] – [Dec 2020]**

- Answer customer questions and provide information about products, services, or policies via phone, email, chat, or in person.
- Clarify customer concerns and resolve issues in a timely and professional manner.
- Address customer complaints, listen attentively to their concerns, and find appropriate solutions.
- Update customer profiles with accurate information regarding interactions, orders, complaints, and resolutions.
- Strive to meet or exceed performance targets like call handling time, first-call resolution, and customer satisfaction.
- Create a positive customer experience by providing friendly, helpful, and courteous service at all times.

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## Education

Saint Louis University, Baguio City  
BA Comm [2013] – [2018]

## Proficiency in tools

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|-------------------------|------------------|
| • Google workspace apps | • ChatGPT        |
| • Airtable              | • Canva          |
| • Asana                 | • ClickUP        |
| • Monday.com            | • Pitchbox       |
| • Ahrefs                | • Microsoft Word |
| • Keywords Everywhere   | • Frase report   |

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## Character References

### Alycia Nicole P. Samson

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### Ivy Calanoga

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### Rose Ann Liwag

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