

MARTINA MASEKO

LINK BUILDING COORDINATOR

Dedicated and results-oriented Link Building Specialist with 3 years of experience in developing effective link-building strategies to improve website visibility and organic search rankings. Seeking to contribute my expertise and skills to a dynamic digital marketing team.



EXPERIENCE

2021-current

Dash BPO

OUTREACH COORDINATOR

- Assisted in the planning and execution of link-building campaigns, ensuring compliance with best practices and ethical guidelines.
- Conducted competitor research to identify link-building opportunities and gaps in the market.
- Managed outreach efforts, including email outreach and social media engagement, to foster relationships with potential link partners.
- Compiled and maintained detailed reports on link-building progress and presented findings to clients and team members.
- Contributed to the development of innovative link-building strategies to improve overall campaign performance.

CONTACT



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EDUCATION

2010

Randfontein Secondary

Martic

2016 - 2018

Westcol TVET College

N3 Electrical Engineering

SKILLS

- Link prospecting and outreach
- Backlink analysis and auditing
- Content creation and optimization for link building
- Competitor research
- SEO tools (e.g., Ahrefs, Moz, SEMrush)
- Strong communication and negotiation skills
- Data analysis and reporting
- Team collaboration and project management