



# ANGELICA MARIE CATANGAY

## Digital PR & Link Building Manager



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### EXPERTISE

- Link Building
- Digital PR
- Directory and Citation Building
- Enterprise & Franchise
- Management Skills
- Project Management
- Negotiation Skills
- Communication Skills

### PROFILE

With over a decade of expertise in Outreach and extensive experience leading teams of link builders and content creators, I specialize in strategic backlink acquisition and SEO-driven Digital PR. My focus is on building and maintaining authoritative, high-quality link profiles for clients through innovative and ethical strategies.

### WORK EXPERIENCE

#### Ignite Visibility

July 2024 – present

##### Digital PR & Link Building Manager, Franchise

- Extensive experience leading a team of link builders and content creators.
- Specializes in SEO-focused Digital PR and ethical link-building strategies.
- Expertise in tactics like Unlinked Brand Mentions, Competitor Backlink Analysis, Guest Posts, Link Insertions & Niche Link Placements.
- Focused on building and maintaining high-quality, authoritative link profiles for clients.
- Passionate about team growth, process improvement, and updating SOPs with new tools and strategies.
- Skilled in project management using platforms like BambooHR, Monday.com, and Teamwork.
- Manages a diverse team across the Philippines and South Africa, fostering collaboration and continuous learning.
- Dedicated to enhancing brand visibility and improving SEO performance for clients.

## **Integrated Digital Strategies**

**July 2022 - July 2024**

### **Link Building Manager, Franchise**

As a Link Building Manager, I own all client link building efforts. Builds, trains, and leads a team to scale outreach efforts and execute link building tactics that successfully earn links for our clients. I ensure that clients get what they need to succeed within their budgets and build training to quickly bring on new team members. I am responsible for the quality assurance of the team's results. I work under the direction of the SEO Director.

## **Ayima**

**April 2021- November 2022**

### **SEO Link Building Mentor**

- Proofreading trainees and team members' replies to the webmasters and checking if templates are properly used
- Assessing trainees and team members' leads by checking their notes and correct client assignment
- Doing Quality Assurance if trainees and team members' leads pass clients' niche, requirements, and metrics
- Answers trainees and team members' questions or concerns
- Working closely with the Team Leader and Operations Manager

### **Senior Link Builder**

**October 2014- April 2021**

- Research and identify relevant websites for backlink opportunities.
- Reach out to site owners for guest posting, collaboration, or link placement.
- Conduct competitor backlink analysis to uncover link-building opportunities.
- Leverage unlinked brand mentions to secure backlinks.
- Build and maintain relationships with webmasters and bloggers.
- Monitor backlink profiles to ensure quality and compliance with SEO best practices.
- Maintain accurate records of link-building campaigns and report progress.
- Stay updated on SEO trends and link-building techniques.