

# EDMUND C. SALINAS, JR.



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## EDUCATIONAL BACKGROUND

### **Bachelor of Science in Business Administration; Major in Technology Management**

Enderun Colleges | November 2015 - June 2020

### **Bachelor of Science in Management Information Systems**

Ateneo de Manila University | June 2012 - October 2014

- Best Group Research Proposal in MIS101 (Second Semester, SY 2012-2013)

### **Grade School & High School Diploma**

La Salle Greenhills | June 2000 - March 2021

## ACHIEVEMENTS

- Top link builder for TLLCM, OPC in 2020 and 2021
  - Got an average of 120 links per month for 9 different websites
- Employee of the Year at TLLCM, OPC in 2021
- SafetyCulture "Be Bold, Bring Action" Nominee for 2022 Q4
  - Nominated for establishing the whole outreach process for the team

REFERENCES AVAILABLE  
UPON REQUEST

## WORK HISTORY

### **SEO Outreach Specialist**

Outsource Accelerator | January 2023 - December 2023

- Responsible for starting up and pioneering the outreach team for Outsource Accelerator
- Generated leads for LinkedIn and cold email campaigns to be used for outreach purposes
- Spearheaded a cold email outreach campaign for the SEO and Business Development branches of the company using 9 different domains
- Handled a small team of link builders and established process and best practices
- Increased the company website's Domain Rating (from Ahrefs) from 43 in Jan 2023 to 71 by December 2023

### **SEO Outreach Specialist (iAuditor)**

SafetyCulture Philippines, Inc. | January 2022 - December 2022

- Built links to other websites to boost the Google ranking of our main website safetyculture.com, as well as our knowledge hub which contain more than 700+ articles about popular topics related to safety, quality, and operations – including free downloadable checklists.
- Established best practices and defining the overall outreach process of the team
- Day-to-day responsibilities include: (1) Managing relationships with different clients, (2) Finding people who are interested in mentioning SafetyCulture on their website and facilitating link exchanges (3) Coming up with different ideas to build links for free, (4) Monthly reporting to our Australian counterparts. (5) Writing articles for guest posting with the assistance of AI-generating content
- Increased the company website's traffic from 450K to 1M in a span of a year

### **SEO Link Builder Specialist**

TLLCM, OPC (Tell.Com) | September 2020 - January 2022

- Responsible for building links to other websites to boost the Google ranking of our internal websites for the assigned keyword anchors for that month. Handled 9 websites: facts.net, robots.net, pdfbear.com, gogopdf.com, storables.com, thewatchcompany.com, watchshopping.com, recipes.net, cellularnews.com and emoji guide.com. I was able to meet the monthly KPI for SEO Link Builders in all months and was consistently on top of the monthly leaderboard for links produced.
- Day-to-day responsibilities include: (1) Managing relationships with different clients webmasters, (2) Managing the paid links to make sure they are always live, (3) Keyword Research and analysis for monthly strategy

## SKILLS AND PROFICIENCIES

- Highly proficient in MS Office (Word, Excel, Powerpoint)
- Highly proficient in usage of Google Suite applications
- Knowledgeable in SEO Marketing Tools (Pitchbox, Ahrefs, Majestic, Buzzstream)
- Can fluently communicate in English and Filipino
- Knowledgeable with the basics of coding in the following languages: Python and C# and Java
- SEO Content Creation, Keyword Research and Optimization
- Above-average critical thinking and interpersonal skills
- Highly adaptable to learn new skills and expand current knowledge
- Can work unsupervised and under pressure
- Capable of handling multiple tasks and clients