

PROFESSIONAL SUMMARY

Experienced SEO and Link Building Specialist with nine years of expertise in enhancing online visibility and search rankings for various industries. Skilled in executing strategic on-page and off-page SEO initiatives and leading targeted link-building campaigns. Managed a team to optimize digital strategies, demonstrating strong communication skills and consistently delivering data-driven results.

KEY COMPETENCIES

- Digital Marketing
 - On-page & Off-page SEO
 - Link Building
- Keyword Research
 - Technical SEO
 - Data Analysis
- Leadership & Communication
 - Strategic Planning
 - Project Management

PROFESSIONAL EXPERIENCE

SPIRALYTICS INC. | 2019 - Present

Online PR Team Lead | Sept 2023 - Present

- Streamlined team processes and automated the internal playbook, enhancing efficiency and productivity.
- Coordinated task allocations, onboarding, training, and management of interns; facilitated weekly team meetings and trainings.
- Led and mentored teams across various client campaigns, improving performance and client satisfaction.

Online PR Strategist & SEO Specialist | Mar 2022- Sept 2023

- Executed targeted SEO outreach to journalists, bloggers, site owners, and SEO experts, securing high-authority links.
- Participated in advanced on-page SEO trainings, mastering tools like Screaming Frog and Google Search Console.
- Offered valuable insights and feedback to enhance team and process efficiency.
- Effectively managed On-page and Off-page SEO tasks, yielding excellent results through strategic task planning.

Online PR Specialist | Aug 2019 - Mar 2022

- Engaged in Online PR training sessions and proficiently utilized SEO tools including Ahrefs, Moz, and Google Analytics.
- Enhanced skills in link building, SEO outreach, content outlining, and data analysis.
- Developed innovative processes and provided valuable insights to enhance the team's playbooks.
- Managed Online PR for diverse clients across industries including BPO, finance, cosmetics, real estate, and tech.

LINKCITY MARKETING | 2015 - 2019

Senior Link Builder & Content Administrator

- Managed the company's Public Blog Networks, ensuring precision in WordPress content publishing and leveraging SEO plugins to optimize anchor text relevance in campaigns.
- Conducted internal link insertion and facilitated link exchanges with other sites.

TELEPERFORMANCE | 2014 - 2015

Customer Service Representative (Healthcare Account)

- Excelled in effective communication and collaboration with healthcare professionals, enhancing service delivery and patient satisfaction.
- Demonstrated proficiency in healthcare software navigation and medical terminology, ensuring efficient resolution of patient inquiries and accurate data management.

EDUCATION

Bachelor of Science in Chemistry | Polytechnic University of the Philippines, Sta. Mesa, Manila