

JOEZEL TUBALLA

SEO SPECIALIST/PR STRATEGIST

PROFILE

A caffeine-fueled SEO and PR Strategist who treats algorithms and audiences like besties. I bring a bold mix of technical SEO, creative PR strategy, and Influencer Marketing magic to help brands shine online — with a little musical rhythm on the side.

MY JOURNEY

- Intero Digital** 2023-2024
Senior Content & PR Specialist
 - ✓ Link Building through Link Insertion Method
 - ✓ Influencer Marketing
 - ✓ Media and PR Strategy and Blog Creation
- PureSEO (New Zealand)** 2021-2023
SEO Specialist, Local SEO Strategist & PR and Influencer Marketing
 - ✓ Handled SEO campaigns including On-Page Optimization, Backlink Analysis, and Technical Auditing
 - ✓ Local SEO expert: Managed GBP profiles and citations using Local Brand Manager
 - ✓ Created SEO-friendly content and AI-generated articles, uploading through CMS platforms
 - ✓ Handled analytics setup using GA4, GSC, GTM, and created Looker Studio reporting dashboards
 - ✓ Strengthened link building and outreach partnerships to boost client authority
 - ✓ Built and maintained strong relationships with journalists via MuckRack, securing brand quotes, backlinks, podcast interviews, and media placements
 - ✓ Developed strategic Influencer Marketing campaigns — reaching out to YouTube influencers to negotiate brand mentions, collaborations, and organic backlink placements
 - ✓ Personalized outreach to niche influencers and content creators, ensuring alignment between brand narratives and influencer audiences
 - ✓ Measured campaign success based on backlink quality, referral traffic, audience engagement, and SEO performance metrics
- Accelerate Agency (United Kingdom)** 2018-2020
SEO Specialist & Technical SEO Analyst
 - ✓ Optimized websites through technical audits, keyword strategy, and crawling error fixes
 - ✓ Built strong backlink profiles through outreach and guest posting programs
 - ✓ Installed Google Analytics, Tag Manager, and Search Console for monitoring technical SEO performance
 - ✓ Designed and delivered SEO reports and insights via Looker Studio
- Elliott Coastal Properties** 2020-2021
Part-time Social Media Manager
 - ✓ Created photo, video, and social media content using Canva and Adobe Photoshop (basic)
 - ✓ Managed multi-platform posting calendars (Facebook, LinkedIn, Instagram, TikTok)
 - ✓ Conducted engagement tracking and social listening for better content performance

REFERENCE

Roji Anne Gomez

PPC Specialist / SEO Specialist

Phone: 09999986153

Chanel Lagata

Off-page Specialist

Phone: 09771798586



CONTACT

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📍 Paranaque City

EDUCATION

2012-2015
STI COLLEGE

- Bachelor of Science in Information Technology

SKILLS

- SEO Strategy (On-Page, Off-Page, Technical SEO)
- Local SEO Optimization (Local Brand Manager & Google Business Profile)
- Keyword Research, Mapping & Competitive Analysis
- PR & Media Outreach (MuckRack, Podcast & Journalist Placements)
- Influencer Marketing Campaigns (YouTube Influencer Outreach)
- Link Building, Guest Posting, Link Exchanges
- Google Analytics, Tag Manager, Search Console Technical Setup
- Reporting & Insights (Looker Studio)
- Content Marketing (SEO Articles, AI Content, Multimedia)
- Social Media Content Creation (Facebook, Instagram, TikTok)
- Project Management (Trello, Slack, Asana)

LANGUAGES

- English (Fluent)
- Tagalog
- Bisaya