

AIRENE MAE JAVELLANA

Link Builder | Guest Post Outreach | Blog Editor

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CAREER OVERVIEW

As a Link Builder, Blog Editor, and Guest Post Outreach Specialist, I improve website visibility by securing high-quality backlinks. My role involves finding emails, crafting outreach messages, and securing guest post opportunities. My skills encompass SEO, content creation, and effective communication.

EDUCATION

Bachelor of Science in Computer Science
Notre Dame of Marbel University | 2012

SKILLS AND QUALIFICATIONS:

- SEO and Digital Marketing Knowledge
- Content Creation
- Outreach and Communication
- Email Finder Tools
- Data Analysis
- Research and Networking

EXPERIENCE

Link Builder | Guest Post Outreach | Blog Editor

RK Exercises for injuries Corp, Canada
July 2022- Present

- Guest post outreach is a critical component of content marketing. Specialists in this area focus on establishing partnerships with other websites to publish guest posts or articles.
 - Craft compelling outreach messages to pitch guest post ideas and collaborations.
 - Negotiate terms, including content guidelines, publication schedules, and backlink placement, while adhering to ethical SEO practices.
 - Collaborated with writers to generate compelling blog topics.
 - Edited content for clarity, grammar, style, and brand consistency.
 - Implemented SEO strategies by integrating pertinent keywords and meta descriptions.
 - Organized editorial calendar to ensure punctual content publication.
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EXPERIENCE

Link Building Specialist

MANSFIELD CONCRETE CREW,
MANSFIELD TX
MAY 2020-April 2022

1. Link Building:

- Link builders focus on creating a network of relevant and high-quality backlinks to a website. This involves identifying and reaching out to websites, blogs, and online publications to secure links that point to the target website.
- Employ link-building strategies, including outreach, content creation, social media promotion, and influencer collaboration.
- Monitor and analyze backlink profiles to ensure the website adheres to best practices and avoids spammy or low-quality links.

2. Email Finder:

- Email finder specialists are responsible for identifying and verifying the contact information of website owners, bloggers, and editors for outreach purposes.
- Utilize email finder tools and techniques to gather accurate and up-to-date email addresses.
- Maintain a database of contacts and ensure compliance with relevant privacy and data protection regulations.

TOOLS

- AHREHS
- SEMRUSH
- SURFERSEO
- GOOGLE SEARCH CONSOLE /
GOOGLE ANALYTICS
- CANVA
- SHOPIFY
- WORDPRESS
- APOLLO.IO
- HUNTER.IO
- INSTANTLY.AI

REFERENCE

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