

MARK IAN Domaldo



SEO Link Builder & Outreach Specialist

About Me

Experienced SEO Link Builder and Outreach Specialist with 4+ years of helping brands improve their online visibility through strategic backlink development. Skilled in team leadership, outreach coordination, and workflow optimization to create a collaborative and results-driven environment. Proficient in tools like Ahrefs and SEMrush to generate leads, track performance, and ensure impactful campaigns

Skills:

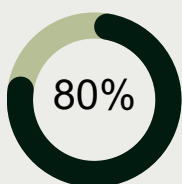
Link Building	4/5
Email Outreach	4/5
Lead Prospecting (Ahrefs)	4/5
Backlink Monitoring (SEMrush)	4/5
Keyword Research	4/5
Project Coordination & Management	4/5

Education:

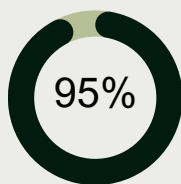
Bachelor of Science in Information Technology
PMindanao State University - Iligan Institute of Technology
Iligan City 9200

Language:

English



Filipino



Professional Experience:

Project Coordinator/ Outreach Manager

May 2024 – October 2024 | Loganix

- Led the outreach team in prospecting, outreach, and website onboarding.
- Assigned relevant websites to link builders for campaigns.
- Developed an outreach team workflow with the COO.
- Led and managed the whole Outreach Team,
- Coordinated with project managers and link builders to assign relevant websites for campaigns.
- Managed niche edit orders, updating blogs with client-preferred anchor text.
- Attend daily and weekly meetings with the team, managers, COO, and CEO to present progress reports and address concerns.

Link Builder

April 2023 – May 10. 2024 | SearchBug Inc.

- Built quality links through guest posts, editorial links, link inserts, and citations.
- Monitored backlink performance using SEMrush.
- Processed backlink requests.
- Researched high-quality websites using AHREFS and Google search.
- Sent outreach emails via Buzzstream and Hunter.
- Coordinated with the CEO and manager for backlink approvals.
- Worked with content writers on topics and content creation.



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Iligan City, Philippines

Outreach and Project Manager

March. 2023 – July. 2023 | DigitalEstate Inc.

- Built links.
- Trained and managed team members.
- Advised the founder on process and system interface improvements.
- Generated leads using AHREFS for weekly outreach.
- Followed up on replies and completed onboarding for pending leads.

NO-BS Marketplace

Sept. 2022 – Jan. 2023 | Client Success Coordinator

- Assisted clients with inquiries and concerns via email and chat.
- Managed client's orders and project links.
- Presented highly quality and relevant websites to clients for their project

Sept. 2021 – Sept. 2022 | Pod/Team Leader

- Led and motivated the team to meet daily, weekly, and monthly outreach and onboarding quotas.
- Trained team members to improve performance.
- Suggested process improvements for efficiency and effectiveness.

June 2021 – Sept. 2021 | Outreach Specialist

- Researched and generated leads using AHREFS for weekly outreach.
- Sent nearly 100 outreach emails daily.
- Followed up on replies and completed the onboarding process for pending leads.

Customer Service Specialist / Team Leader Trainee

Feb. 2020 – April 19, 2021 | TaskUs Bohol

- Led the team as part of training.
- Reviewed menu drafts to ensure they met standards and corrected errors.
- Trained new team members and provided refreshers to existing members.
- Drafted merchants' menus from their sources to the client's tool.
- Set up work orders and merchant profiles for the team to draft.
- Updated drafts based on merchant/client feedback, clarifications, and new items.
- Reviewed others' drafts, provided feedback, and scored them.
- Coordinated confidently with clients for inquiries and clarifications to assist the drafters.

Bancassurance Sales Executive

Feb. 2018 – Sept. 2018 | BPI-Philam Life Assurance Corp. , BPI- Iligan

- Solicited new business and cross-sold/up-sold BPI-Philam products to the bank's customers.
- Built and maintained relationships with bank officers and staff to generate bancassurance leads and business.
- Developed and nurtured relationships with prospective and existing clients, providing customer service and business support.
- Acted as a liaison between customers and the back office for policy servicing and claims.
- Submitted reports on time.
- Provided timely field intelligence on products, marketing campaigns, competitors, and bank partners affecting bancassurance business.
- Reported and met weekly with the Bancassurance Area Manager, Branch Manager, and Relationship Manager for production updates, marketing campaigns, and other matters.

Technical Support Associate (Razer)

Jul. 2017 – Feb. 2018 | Concentrix CdeO

- Resolved issues with Razer products encountered by users.
- Answered product inquiries.
- Provided tips to users to prevent issues with Razer products.
- Processed return merchandise authorizations.

Unified Communication Engineer

February 2016 – May 2016 | TPG Corp.

- Assisted wholesalers and end users with PSTN line issues.
- Scheduled and organized technician visits.
- Handled and processed support emails.
- Created trouble tickets for issues reported via phone or email.

IT Lecturer (Part Time)

Aug. 2015 – Dec. 2015 | MSU-IIT

- Taught non-IT students the basics of computer systems.
- Taught and trained 4TH year IT students how to configure WAN technologies.
- A panel member for thesis defenses

Network Engineer

July 2012 - Mar. 2015 | Comscentre Phils. Inc.

- Internal and external VoIP support of Cisco Unified Products (CUCM, CUC, IM&P, WebEx) for over 100+ sites across Australia, New Zealand, India and the Philippines.
- Configures and ensures connectivity of the CME/VG routers and switches to the telephony system.
- Troubleshoots issues like phone registration, ISDN, H323, SCCP, and MGCP.
- Created documents on how to resolve common issues and submitted it to the Supervisor and Manager for approval and distribution.

References

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