
Angeline L. Gonzales

Outreach Coordinator / SEO Link Builder

Pasig City, Philippines

+63 915 4471506

angeline.gonzales726@gmail.com

SKILLS

Link Building

Email Outreach

Social Media Management

Copywriting & Content Writing

Administrative Assistance

Data Entry & Research

EXPERIENCE

Narrative Bent, Chicago, IL - *SEO Link Builder (Remote)*

August 2023 - present

- Execute link-building activities to increase clients' backlink profiles
- Responsibilities include prospecting, collecting contact information, managing data, pitch writing, email Outreach, and generating articles for guest posts

HomeLight, Scottsdale, AZ - *Outreach Coordinator (Remote)*

February 2020 - present

- Develop creative and innovative email outreach campaigns to initiate contact with target websites, promoting link-building placements
- Build prospect lists and generate leads by reaching out to targeted high-authority, quality, and niche-relevant sites
- Run Outreach playbooks such as guest posts, sponsorships, scholarships, and infographics
- Craft compelling pitches that effectively convey value propositions to prospective link partners

Holiday House Deals, Australia - *Virtual Assistant/Social Media Manager*

June 2017 - PRESENT

- Curate promotional content and write copies (including text and

images) relating to holiday accommodation and tourism, and inputting to the back end of a website

- Construct a monthly email newsletter via Mailchimp
- Write blog posts for the company website

ANZ GSO, Manila - *Bankruptcy Officer*

August 2013 - March 2017

- Process high volumes of data and action bankruptcy items referred through workflow tools, queue-based, and incoming mail from internal and external 3rd parties
- Review and answer escalations received from internal and external 3rd parties.
- Cancel, close, and charge off credit/debit cards, savings, and loans accounts of the bankrupt.
- Downgrade, place restraints, cancel insurance, direct debit, and overdraft facility. Provision loan accounts
- Train new hires and borrowed staff

ANZ GSO, Manila - *Collections Officer*

November 2011 - July 2013

- Process offsetting/pledging of accounts, which includes evaluating accounts to determine if funds can be offset from the customer's savings account
- Process payment requests from Retail, Commercial, and Business Retail Collections
- Examine and review the financial status and overall credit score of individual accounts

JP Morgan Chase NA Bank, Manila - *Risk Management Analyst - Fraud*

April 2010 - August 2011

- Answer calls from credit card holders who suspect fraudulent activity on their account
- Review security information and account activities • Set accounts up for investigations
- Assist calls from the merchant to detect fraud or providing authorizations at the point of sale.

KGB Philippines - *Customer Service Representative*

May 2003 - March 2010

- Render directory assistance for both the US and UK markets
- Provide train times, cinema times & listings, driving directions, restaurant

bookings, and hotel information

EDUCATION

College of the Holy Spirit, Manila, Philippines

Bachelor of Arts Major in International Studies

June 1995 - March 1999

Vice-President of International Studies Society SY 1998-1999

Writer/Contributor to the official College Magazine, Action