

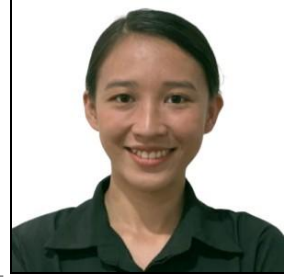
Stephanie Morota

Rodriguez, Rizal, Philippines, 1860

+63 9163764291

stephaniemmorota@gmail.com

<https://www.linkedin.com/in/mstephaniem/>



PROFESSIONAL SUMMARY

Detail-oriented Outreach and Content Marketing Specialist with proven experience in backlink building, guest blog writing, and persuasive cold outreach. Skilled in handling large volumes of email conversations, writing clear and compelling content, and driving results through SEO outreach campaigns. Organised, self-motivated, and reliable—ready to deliver in deadline-driven, remote environments.

CORE COMPETENCIES

- **Cold Outreach & Email Communication** – Persuasive messaging, follow-ups, high-volume email handling, template customisation
- **Backlink Building & Guest Blogging** – Targeted outreach, link acquisition, guest post writing, editorial relationship management
- **Content Marketing & SEO** – Keyword research, backlink audits, competitor analysis, on-page and off-page SEO
- **Writing & Editing** – SEO articles, outreach emails, guest blog content, microblogs, copyediting
- **Soft Skills** – Organised, deadline-driven, proactive communicator, creative thinker

RELATED EXPERIENCES


Nifty Marketing Australia - *Digital Marketing Specialist - SEO Outreach and Link Building*

📍 Remote | January 2024 – Present

- Strategically executed backlink outreach campaigns using cold email to secure placements on blogs, niche sites, and authority domains.
- Wrote guest blog content tailored to the target audience and publication requirements, ensuring SEO best practices were applied.
- Maintained and managed high volumes of email conversations with site owners, editors, and webmasters.
- Built and tracked outreach pipelines with detailed progress records, responses, and follow-ups.
- Conducted competitor backlink analysis and keyword research to identify quality outreach opportunities.

- Used Grammarly and ChatGPT to refine outreach copy, blog content, and templates.
- Coordinated with internal content and SEO teams to align messaging, tone, and publishing goals.


ResultsCX, Pasig City, Metro Manila, Philippines - *Customer Service Representative*

 On site | April 2023 - February 2024

- Resolved customer concerns with empathy and professionalism across high call volumes.
- Gained strong communication and organisational skills under pressure and tight KPIs.

EDUCATION

San Mateo Municipal College, San Mateo, Rizal, Philippines - *Bachelor of Arts in English Language Studies*

 August 2019 - August 2023

RELATED CERTIFICATIONS

- **C1 Advanced EF SET Certificate** - *EF Education First*, **MAY 2024**
- **Advanced Content Marketing with Brian Dean** - *Semrush Academy*, **FEBRUARY 2024**
- **Backlink Management Course with Greg Gifford** - *Semrush Academy*, **FEBRUARY 2024**
- **Keyword Research Course with Greg Gifford** - *Semrush Academy*, **FEBRUARY 2024**
- **Semrush SEO Crash Course with Brian Dean** - *Semrush Academy*, **FEBRUARY 2024**
- **SEO Fundamentals Course with Greg Gifford** - *Semrush Academy*, **JANUARY 2024**
- **Content Marketing and SEO Fundamentals with Eric Enge** - *Semrush Academy*, **FEBRUARY 2024**
- **Canva Essentials & Graphic Design** – *The Canva Team* – **JANUARY 2025**