

CZYRELLE MARTIN

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SEO Specialist

I'm an SEO Specialist with almost 4 years of hands-on experience driving measurable results through strategic SEO implementation. My expertise spans diverse industries, including garage door services, plumbing, online education platforms, and personal injury law. In each role, I've consistently delivered increased online visibility, improved website rankings, and significant traffic growth, empowering clients to achieve their digital marketing goals.

Education

Bachelor of Science in Computer Engineering

Unibersidad De Manila

2018-2022

Work Experiences

SEO Specialist - Virtualstaffing.com

Jan 2023 - March 2025

- Executed a comprehensive outreach strategy that included guest posting and press releases, successfully acquiring over 150 high-quality backlinks from authoritative sources, leading to a domain authority improvement of 30%.
- Managed website content updates and implemented SEO best practices, achieving a 25% reduction in bounce rates and increasing user engagement metrics by over 50%.
- Executed the submission of over 150 business listings across various online directories, enhancing visibility and contributing to a 40% increase in organic traffic over six months.

SEO Specialist - Study.com

May 2022 - October 2022

- Analyzed site traffic to identify relevant, heavily-searched topics that are missing from the site content, resulting in a 5% increase in organic traffic.
- Utilized findings to make data-driven decisions on keyword targeting, site architecture, and other technical SEO factors.
- Performed extensive research on top competitors to understand content strategy, backlink profiles, and overall SEO approach.

SEO Specialist - DoorDomination

November 2021 - May 2022

- Built relationships with bloggers and website owners, leading to the publication of 20 guest posts.
- Successfully increased click-through rate by 15% by optimizing titles and meta descriptions to better reflect search intent.
- Edited and published 10 pieces of original content per month, on average, leading to a 20% decrease in bounce rate.

Skills

- On-page SEO
- Off-page SEO
- Technical SEO
- Social Media Management
- Video Editing
- Data Entry
- Keyword Research
- Website Audit

Tools

