
Syd Olivarez

Quezon City • sydolivarez23@gmail.com

SEO Manager

Experienced SEO specialist with 5 years of success in driving organic growth through content strategy, on-page & technical optimization. Manages end-to-end SEO campaigns, collaborates with content teams, and uses tools like Ahrefs, SEMrush for data-driven decisions. Seeking an SEO Manager role to lead high-impact strategies and scale SEO efforts.

WORK EXPERIENCE

Strike Social • United States (Remote) • 05/2023 - Present SEO Content Specialist

- Led content development around social media advertising keywords, increasing organic search visibility.
- Analyzed organic traffic sources and keyword performance using SEO tools and analytics platforms.
- Built link-building strategies by coordinating with partner websites and managing outreach for backlinks.

Elite Digital Campaigns • Australia (Remote) • 03/2022 - 06/2024 Project Manager, SEO Content Writer • Contractor

- Managed full content production for client campaigns, including blog posts, social media, and email marketing.
- Performed keyword research, optimized client websites for search visibility, and tracked ranking improvements.
- Oversaw scheduling and publishing workflows, ensuring consistent output across platforms.
- Collaborated with design and dev teams to ensure SEO best practices across web assets.

Gocloudeasy Pte. Ltd. • Singapore (Remote) • 08/2021 - 02/2023 Content Writer • Contractor

- Writes content to be posted on blogs and knowledge base
- Coordinates with client on SEO keyword planning

Ray Choi • (Remote) • 07/2021 - 12/2021 Content Writer (Project) • Freelancer

- Created culturally relevant content focused on Japanese TV shows, movies, and pop culture news.
- Adapted tone and structure to match different digital publishing formats.

SKILLS

Collaboration, Communication, Content Writing, Graphic Design, Project Management, SEO Keyword Research, SEO Optimization, Website Optimization, WordPress

EDUCATION

BA Multimedia Studies

University of the Philippines
Quezon City, Philippines

PROJECTS

SEO Strategy for Digital Marketing Agency • 05/2023 – Present

Strike Social

Spearheading ongoing SEO initiatives to position Strike Social as a thought leader in the digital advertising space. Focused on strategic content creation and technical optimization to capture high-intent keywords and earn Google Featured Snippet placements. Achieved top search visibility for queries such as *“short form video safe zones”* and *“what is ad suitability on YouTube”*, reinforcing brand authority and significantly boosting organic presence in a competitive niche. View sample snippet results and content assets

Landing Page Design for Luxury Real Estate • 03/2024 – 04/2024

Elite Digital Campaigns

Led the design and development of a lead generation landing page for a high-end real estate campaign. Translated the original luxury website experience into a sleek, conversion-focused page that highlighted key property features while preserving an upscale aesthetic. The page was tailored to attract and convert high-income prospects, aligning design elements, copy, and user experience with the expectations of a luxury clientele.

SEO for “Best ASX Stocks to Buy in March 2023” • 03/2023 – 03/2023

Elite Digital Campaigns

Conducted keyword optimization and on-page SEO for a financial blog article targeting high-intent investment keywords such as “best ASX shares for 2023” and “best ASX stocks to buy now.” The content ranked for **44 keywords**, including multiple featured on **page 2 of Google SERPs**, with positions ranging from 17 to 29. SEO tools like SEMrush were used to monitor ranking movement and optimize keyword placement. Despite low current traffic, the project demonstrates success in ranking competitive finance keywords and effective content structuring for search.