QUEENIE MAE D. SILAGAN

SEO Specialist | Shopify/E-commerce Assistant | Web Developer

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SUMMARY

UX and SEO professional with experience in documentation, content strategy, and web design. Skilled in SEO optimization, QA testing, AI-driven content creation, and e-commerce management (Amazon, TikTok Shop), with a proven ability to deliver high-quality projects independently and collaboratively.

WORK EXPERIENCE

SEO Specialist, Kumazon Online Brands | Canada

- Developed and executed SEO strategies (keyword research, on-page optimization, technical audits, content planning) to boost organic visibility.
- Collaborated with content and web teams to improve rankings, site performance, and user engagement.
- Monitored and analyzed SEO metrics, delivering actionable insights and reports to guide strategy.
- Managed end-to-end email marketing campaigns, including segmentation, scheduling, optimization, and compliance with best practices.
- Handled administrative tasks such as monitoring Amazon listings and TikTok Shop, data management, and coordinating workflows to support smooth operations.

SEO Specialist, Sparkly Maid | Chicago, IL

- Designed and built a user-friendly website on Squarespace to enhance online presence and customer engagement.
- Created landing pages and optimized site layout for improved navigation and conversion.
- Leveraged ChatGPT to develop engaging content for website updates and marketing campaigns.
- Applied AI tools to generate high-quality, brand-consistent images and designs.
- Conducted QA checks to ensure accuracy, functionality, and design consistency across the site.

UX Documentation Associate, Spaceduck | NSW, Sydney

- Annotated and documented design screens for UI/UX consistency, providing clear references for developers and stakeholders.
- Collaborated with UX analysts and conducted QA testing for iOS/web apps, identifying bugs and ensuring seamless functionality.
- Implemented SEO best practices in blogs and social media, boosting visibility, engagement, and brand alignment.
- Applied prompt engineering to optimize AI chatbot responses, improving accuracy and user relevance.
- Managed end-to-end projects, from content creation to workflow design, ensuring timely delivery and high-quality outcomes.

CERTIFICATIONS & WEBINARS

Prompt Engineering for ChatGPT
October 2024

Mobile App Development – Android App Development
August 2024

Cybersecurity Competency Framework
September 2023

Java Certification Course
June 2022

KEY SKILLS

- Design Annotation
- Copywriting / UX Writing
- Content Creation
- UI/UX Documentation
- Bug Reporting & Testing
- Workflow Planning & Organization
- Collaboration & Cross-team Support
- Keyword Research
- Content Strategy
- SEO (On-page, Technical, Content)
- Email Marketing Campaigns
- Squarespace & Shopify Web Design
- E-commerce Management (Amazon, TikTok Shop)
- Dynamic Query & Prompt Optimization

CHARACTER REFERENCE

References will be provided upon request