

Vordi Drilon

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Professional Summary

Results-driven Digital Marketing and Administrative Specialist with combined 5+ years of experience in SEO, link building, Shopify management, lead generation, and outreach campaigns. Skilled in building systems that improve workflow automation, increase organic traffic, and support business growth. Experienced working with startups, eCommerce brands, SaaS companies, and agencies. Strong background in data management, process optimization, and AI-powered content workflows.

Core Skills

- Search Engine Optimization (SEO)
- Link Building & Outreach
- Shopify Store Management
- WordPress Management
- Lead Generation & Prospecting
- Email Marketing & Automation
- Data Entry & Data Management
- Google Sheets & Excel
- Zapier Automation
- AI Content Creation (ChatGPT, DALL-E)
- CRM Management
- Administrative Support
- Research & Competitor Analysis
- Landing Page & Funnel Optimization

Professional Experience

Virtual Assistant SEO & Shopify

Remote | 2024-2025

- I perform on-page optimization from homepage to product pages.
- Perform technical audit to the website and increase the site speed
- Add custom section using the liquid programming
- Setup Klaviyo workflow and perform weekly email campaign
- Create landing pages for the website using systeme.io
- Overhaul revamp in the homepage to make it look modern

Senior Link Builder

Remote | 2023

- Website prospecting and link quality vetting
- Email outreach campaign for .gov and .edu TLDs
- Citation placement, directory listing

Data Management

Davao City | 2020-2023

- Lead data profiling effort for the Iloilo HQ branch and Siargao Callbox Inc branch
- Collected and gathered data from online sources
- Cleaned, enriched and standardized data leads

Outreach Specialist

Davao City | 2019

- Website prospecting and link quality vetting
- Email outreach for prominent brands like Canva, Airtasker and Contactout
- Conduct competitive, community, brand mentions, broken link outreach

Education

Bachelor of Science in Information Technology (3 years)

University of Southeastern Philippines

2016-2019

Technical Tools

- Shopify
- WordPress
- Google Sheets
- Microsoft Excel
- Zapier
- ChatGPT
- Canva
- Klaviyo
- Ahrefs / SEMrush

Certifications

Competitive Analysis and Keyword Research

Semrush

Advanced Search Engine Optimization

HubSpot