



- DAVAO CITY PHILIPPINES -

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EXECUTIVE SUMMARY

Seasoned Digital Marketing and SEO Expert with over 19 years of experience in boosting online presence and driving business growth through strategic SEO and cutting-edge digital marketing solutions. Adept at managing large-scale campaigns, leading cross-functional teams, and optimizing websites for higher search engine rankings. Proven track record of increasing organic traffic, maximizing ROI, and delivering world-class digital strategies for over 150 clients. Skilled in SEO, PPC, content marketing, reputation management, and more.

SPECIAL SKILLS

- SEO Strategy & Execution: Technical SEO, On-Page SEO, Off-Page SEO
- Keyword Research: Google Keyword Planner, SEMrush, Ahrefs
- SEO Tools: Google Analytics, Search Console, Moz, Screaming Frog
- Content Optimization & Link-Building
- Local SEO & E-commerce SEO
- Web Development for SEO: HTML, CSS, WordPress, Site Audits
- Reputation Management & SEO Audits
- Paid Advertising: Google Ads, Facebook Ads
- Project Management & Team Leadership
- Web Design & Development

CERTIFICATIONS

- Digital Marketing Masterclass
- iOS and Swift 4 App Development
- Certified Ethical Hacking
- SEO Master Course
- Growth Hacking with Digital Marketing
- Web Scraping with Python
- Social Media Marketing Mastery
- Master Web Developer Course
- Google's UX Design Course University of Illinois at Urbana, Marketing in a Digital World
- Google's Python Course
- Google Ads Words Partner
- Social Media Marketing, from Facebook
- Google Project Manager
- Cryptocurrency Investing
- Blockchain and Bitcoin Fundamentals
- The Complete Blockchain Professional Course
- Hikvision CCTV Certified
- Ubiquiti P2P Certified



Digital Marketing Mastermind **Freelance Digital Marketer February 2022 - October 2024**

Freelance Digital Marketing and SEO Expert

- Worked with over 150 clients globally, boosting brand visibility and increasing organic traffic through world-class SEO and digital marketing strategies.
- Specialized in SEO, delivering a consistent 60% increase in organic traffic across various client industries, including e-commerce, healthcare, real estate, and technology.
- Implemented comprehensive SEO strategies, resulting in first-page rankings on Google for competitive keywords, leading to significant traffic growth and lead generation.
- Utilized advanced SEO tools such as Ahrefs, SEMrush, Moz, and Google Analytics to perform keyword research, technical audits, and competitor analysis.
- Developed data-driven content strategies, optimizing on-page SEO elements like meta tags, headings, and internal linking for maximum visibility.
- Mastered local SEO techniques, boosting local search rankings and enhancing lead conversion for geographically targeted campaigns.
- Led a team of 20 designers and developers, ensuring that all web design and content updates adhered to SEO best practices.
- Successfully integrated SEO strategies with paid advertising, social media, and email marketing campaigns to achieve holistic digital growth for clients.

Digital Marketing Manager, Uglyhomes.com **December 2020 - 2022**

- Led comprehensive SEO strategies, resulting in a 35% increase in organic website traffic and generating \$1.2 million in sales through targeted digital marketing campaigns.
- Managed a team of 83 marketing professionals, implementing SEO best practices and developing innovative content optimization and link-building strategies.
- Ran Google Ads and Facebook Ads campaigns, driving traffic and conversions with a 75.6% return on investment.
- Executed in-depth SEO audits, improving technical SEO and website performance, leading to better search engine rankings and user experience.

Founder and Chief Technology Officer Startup Innovator and Inventor **March 2012 - November 2022**

- Pioneered and engineered a revolutionary green energy telecom/Wi-Fi device
- Developed a cutting-edge green energy telecom/Wi-Fi device, incorporating SEO-driven content and product strategies to maximize online visibility in niche markets.
- Engineered an SEO content plan, increasing organic traffic by 45% and optimizing the website for first-page rankings in relevant categories.
- Applied advanced blockchain technology to innovate global internet connectivity, while implementing SEO techniques to reach a broader, targeted audience.

Remote SEO and Digital Marketing Master Tech Remote Agent

January 2019 - November 2020

- Spearheaded Google Ads and SEO campaigns, optimizing landing pages and improving user experience to drive higher conversion rates and better search rankings.
- Managed a \$300,000 ad budget on Google and Facebook Ads, integrating SEO techniques with paid strategies to enhance overall performance.
- Achieved a 75.6% ROI by leveraging SEO strategies such as content optimization, keyword research, and backlink building.
- Performed SEO audits and implemented technical fixes, leading to increased search engine visibility and traffic growth.

Digital Marketing and Remote Technical Support Agent Remote Agent

June 2017 - December 2019

- Provided SEO and digital marketing support to web hosting clients, implementing on-page SEO, content optimization, and technical SEO fixes to enhance website performance and search engine visibility.
- Managed inbound support calls, troubleshooting technical issues and ensuring that websites were optimized for search engines, which resulted in improved organic traffic and site performance.
- Delivered comprehensive SEO services, conducting keyword research, optimizing web content, and enhancing meta tags to ensure websites ranked higher in search results.
- Created and set up digital marketing assets, including SEO-driven content strategies, ensuring clients had a strong online presence across all digital channels.
- Assisted clients with Google Analytics and Search Console to track their website's SEO performance and provided actionable insights to improve rankings.
- Supported clients in running successful SEO and paid advertising campaigns, integrating SEO with Google Ads and Facebook Ads to achieve better visibility and higher conversion rates.
- Delivered remote technical support for all SEO-related issues, ensuring websites were fully optimized for search engines, mobile-first indexing, and user experience.

Digital Marketing Agent Remote Agent

January 2014 - November 2017

- Developed and executed comprehensive SEO and digital marketing strategies, enhancing the online presence of clients across various sectors.
- Provided technical support for SEO and web hosting services, ensuring smooth operations and maximizing website performance.
- Masterminded inbound and outbound sales and SEO strategies, delivering stellar results in lead generation and revenue growth.

**IT Support Staff Remote Support
May 2010 - December 2014**

- Led a team of 34 agents in providing inbound tech support for 200 clients, handling Level 2 tech support and troubleshooting.
- Managed SEO and digital marketing initiatives for clients, improving website performance and search engine rankings.

A C A D E M I C B A C K G R O U N D

**American Intercontinental University
Bachelor Of Science of Information Technology
Ohio State University 2008-2012**

Microsoft A+ and Cisco Network Certified
Ohio State University 2012



Thank you!!