



RUBYLENE

Senior SEO Specialist



EDUCATION

Bachelor of Science in  
Information Technology



2004 - 2008

SKILLS

- On-Page Optimization
- Technical SEO
- Off-page Optimization
- Local SEO
- Google Local Service Ads
- Looker Studio (Reporting)
- WordPress
- Basic Knowledge in HTML
- Google Sheets, Excel, Word

SEOTOOLS

- SEMrush, Ahrefs, MOZ, Majestic, Screaming Frog, SurferSEO, Accuranker, Brightlocal
- Google Analytics, Search Console, Tag Manager
- ExpressVPN, Bitdefender
- ClickUp, Trello, Monday
- Nifty, Helpwise
- Chat GPT
- Free SEO Online Tools

PROFILE

SEOSpecialist with experience in on-page optimization, off-page optimization, local SEO, e-mail marketing, keyword research, and other online marketing, and communities. With these gathered and earned skills, able to leverage the power of anything from online marketing to boost website visibility or increase brand awareness. As an SEO Specialist for several companies, I am able to make straight, decisive, and superb judgments and creative insights as an independent thinker.

WORK EXPERIENCE



Jun 2023 - Jan 2025

Senior SEO Specialist

- Developed and executed strategic SEO plans, ensuring best practices aligned with client goals.
- Led a team of four SEO specialists (Copywriter, On-Page SEO, Local SEO, and Off-Page SEO), assigning tasks, setting priorities, and ensuring timely project completion.
- Conducted keyword research, competitor analysis, and content planning to enhance organic visibility.
- Implemented and optimized on-page elements, including metadata, schema markup, internal linking, and Core Web Vitals improvements.
- Managed local SEO strategies, including Google Business Profile (GBP) optimization, local citations, NAP consistency, and review monitoring.
- Executed technical SEO audits, identified optimization opportunities, and implemented recommendations to improve site performance.
- Monitored and analyzed SEO KPIs (rankings, traffic, conversions, CTR, and bounce rate) using tools such as Google Analytics, Google Search Console, SEMrush, Ahrefs, and Looker Studio.
- Provided detailed weekly and monthly SEO performance reports to the CEO.
- Stayed updated on industry trends, algorithm changes, and best practices to continuously refine SEO strategies.

REFERENCES





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### WORK EXPERIENCE



**May 2022 - May 2023**

SEO Specialist

- Tracked, reported, and analyzed website analytics
- Provide monthly reports through spreadsheets and Lookerstudio
- Optimized content and landing pages for search engine optimization
- Performed ongoing keyword research for the writers
- Collected and managed guest posting leads and emailed them for partnership
- Do competitor backlinks analysis
- Performed Content Approval, posted them on the website do internal linking
- Evaluate clients' campaigns, run website audits through Semrush, check website load speed, monitor website performance and issues found on GSC, and implement fixes (create meta tags headers, alt tags, image size, etc.
- Work with the development team to ensure SEO best practices are properly implemented on the website



**Mar 2020 - April 2022**

Associate SEO Specialist

- Created business goals and developed innovative strategies to drive relevant traffic and leads
- Monitored, evaluate, and present the performance of campaigns by generating weekly and monthly performance reports for clients
- Worked alongside the content team to discuss other SEO factors
- Worked alongside web designers and developers to create and optimize landing pages for higher conversions
- Planned, created, and managed ad campaigns in Google Adwords
- Brand positioning on social media and managing reputation
- Set up conversion leads tracking
- Tracked, reported, and analyzed website analytics and PPC initiatives and campaigns
- Assisted with regularly scheduled website testing
- Updated meta tags to WordPress sites
- Other administrative work



**May 2019 - Dec 2019**

ASEO Specialist

- Promoted the product and services of clients through link building
- Created business listings through local business directories
- Keyword Research for new blog articles, SEO check articles, and posting them on the website article submission