

Keith [REDACTED]

[REDACTED]



Contact

Phone:

[REDACTED]

Email:

[REDACTED]

Profile

Experienced SEO Analyst that makes sure that the website and its pages increase its visibility in SERP and gets high traffic and conversions under organic through on-page strategies. Creates and presents monthly report about overall site's performance and responsible in maintaining the website's health performance with SEO's best practices.

Objective

To obtain a meaningful and challenging position in a first-rate company that enables me to apply my work experience, enhance my skills, give me training and utilize the knowledge that I have learned in the field of Information Technology and Digital Marketing.

Skill Highlights

- Project management
- Innovative and Creative
- Diligent and Task-oriented
- Cooperative
- Good oral and written communication skills
- Ability to multi-task and handle projects while meeting deadlines

Experience

[REDACTED] November 2021 to July 2024
SEO Specialist, (Guatemala)

- Updates and manages a website through the use of Wordpress
- Responsible for technical SEO site audits, execution of fixes and optimization efforts. Optimizing SEO Yoast/Rank Math in Wordpress across all articles or page/s assigned
- Responsible for performing keyword research and SEO content optimization to rank in SERP
- Conducts investigations and deep dive analysis on specific pages or for overall website if fluctuations in traffic occurs
- Analyzes user search intent and any possible SEO strategies to improve rankings
- Perform strategies, enhancements and provide recommendations for On-page SEO
- Monitors website's organic traffic performance for the assigned website and categories
- Evaluate and reports the overall performance of the website and pages assigned and recommends and implement action items to it

[REDACTED] – August 2020 to November 2021

SEO Specialist, (BGC, Taguig City)

- Update and manage company's website through the use of WordPress.
- Monitors website's organic traffic performance for Philippines, Australia and US.
- Determines SEO strategies and work with content, design and dev team to implement strategies.

Seminars

████████████████████
████████████████████
Taguig City
March 2019

Developers Connect (DevCon)
████████████████████ – Lipa
May 2017

Microsoft Azure Workshop
████████████████████ – Lipa
April 2017

- Perform strategies, enhancements and provide recommendations for both On-page and Off-page strategies.
- Responsible for making company's website rank in SERP in different countries especially in Australia with target keywords.
- Performs keyword research that will be used for content and optimizations to rank first in SERP
- Conducts investigations about website's performance and if there is a Google Search Algorithm changes and then provides action when necessary.

████████████████████ August 2018 to July 2020
SEO Specialist, (Taguig/Mandaluyong City)

- SEO Specialist at Globe's ecommerce site,shop.globe.com.ph that handles Postpaid Plans and Devices.
- Makes sure all plans and devices get high traffic and conversions under organic through on-page and off-page strategies.
- Monitors organic traffic performance and keyword ranking for mobile and desktop
- Creates needed SEO requirements for page creation which include Meta Tags, Header Tags, URLs and robots
- Perform keyword research that will be used for content and optimizations to rank first in search engine results page.
- Conducts investigations on Google Search Algorithm changes and provide action items accordingly.
- Perform strategies, enhancements and provide recommendations for On-page and Off-page strategies.
- Research on latest SEO trends and techniques to be used for new strategies and enhancements
- Worked with UX, content and design team in ensuring page are optimized and mobile-friendly.

Knowledge

- Experienced in using **WordPress** Knowledge and experience in using **Analytics 360** and **Google Search Console**
- Experienced in using **Ahrefs, SEMrush** and **Keyword Planner**
- Knowledgeable and experienced in using **Scalenut** and **RYTE**
- Basic understanding of web design and content development
- including **HTML(CSS, Bootstrap, jQuery)**
- Proficient in MS Office Applications **Word, Excel and PowerPoint**
- Data analysis and insighting with **Hotjar**
- Experienced in using **OpenCart(CMS)**
- Analyzing page speed issues with the help of **Google Pagespeed Insights**
- Experienced in email marketing for **Link Building**.

Education

BSComputerScience - June 2014-2018

████████████████████ Lipa City, Batangas

████████████████████ - 2010-2014

Secondary Education, Bauan, Batangas

Character Reference

██████████	██████████
████████████████████	████████████████████
████████████████████████████████	████████████████████████████████
████████████████████	████████████████████

██████████
████████████████████
████████████████████
████████████████████