



LEA

 [VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- SEO & Content Optimization
- Technical SEO
- SEO Auditing
- Google Search Console
- Keyword Research & Search Intent Alignment
- On-Page SEO Optimization
- URL Structure Optimization
- Image Optimization
- Internal Linking Strategy
- Website Content Audits
- Metadata Optimization
- Basic HTML & CSS for SEO
- Website Speed Optimization
- Competitor Analysis
- User Experience (UX) Optimization
- Search Engine Marketing (SEM)
- Google Analytics (GA4)
- Google Tag Manager

TOOLS

- Microsoft Office 365
- Google Workspace
- Shopify
- WordPress
- Slack
- Zoom
- Airtable
- Notion
- Monday.com
- ClickUp
- Asana
- SEMrush
- Ahrefs
- Screaming Frog
- Helium 10

Lea is a results-driven SEO Specialist with over two years of experience in keyword research, content optimization, and on-page SEO. She has a strong background in creating search-intent-driven content and improving organic visibility using tools like Google Analytics, Search Console, and WordPress. With experience in both digital marketing and technical website optimization, she brings a well-rounded approach to driving website growth. Lea is detail-oriented, proactive, and effective in collaborative remote environments.

WORK EXPERIENCE

DIGITAL MARKETING & E-COMMERCE ASSOCIATE

Fizzbuzz Inc. | November 2024 – Present

- Conducts keyword research, writes and optimizes SEO content, performs content and technical audits, and analyzes GA4/Search Console data to improve organic traffic and search performance.

WEBSITE MODIFICATION SPECIALIST

Newfold Digital Philippines | December 2024 – June 2025 (7 Months)

- Implemented on-page SEO improvements across 30+ pages, optimized metadata and internal linking, applied HTML/CSS enhancements, and ensured technical SEO quality through QA validation and cross-team collaboration.

SOCIAL MEDIA CONTENT CREATOR

Bizmap LLC | March 2023 – May 2024 (1 Year, 3 Months)

- Created SEO-aligned digital content, integrated keyword strategies into long-form and promotional materials, and analyzed engagement metrics to improve content performance.

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