



CEZAR

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- SEO Content Writing (4 Years Experience)
- Technical SEO
- SEO Auditing
- Google Search Console
- Keyword Research & Keyword Analysis
- Long-Tail Keyword Optimization
- On-Page SEO Optimization
- URL Structure Optimization
- Image Optimization
- Internal Linking Strategy
- Backlink Analysis & Link Building
- Website Speed Optimization
- Competitor Analysis
- User Experience (UX) Optimization
- Rich Snippets & Schema Markup
- XML Sitemap Optimization
- Google Business Profile Optimization
- Search Engine Marketing (SEM)
- Google Analytics
- Google Tag Manager

TOOLS

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

SEO-focused Content Specialist with over 3 years of experience creating SEO-friendly blogs, long-form articles, and digital marketing content that improve online visibility and audience engagement. Skilled in keyword optimization, content strategy, and high-quality copywriting, with a strong foundation in English communication and research.

WORK EXPERIENCE

MARKETING TEAM – CONTENT WRITER

Inspi Philippine Venture Merchandise Corp. | 2023 – 2025 (2 Years)

- Created storyboards for short-form ads, wrote social media copy and influencer scripts, developed SEO-friendly blogs and articles, and produced written content such as spiels, captions, and company correspondence.

MARKETING TEAM–CONTENT WRITER

SSA Consulting Group Services International | 2022 – 2023 (1 Year)

- Produced marketing content including EDM campaigns, long-form blogs, SEO e-books, training materials, and social media captions while proofreading and editing company posts and website content.

SENIOR HIGH SCHOOL ENGLISH TEACHER

St. Jude College, Manila | 2021 – 2022 (1 Year)

- Taught senior high school English courses, guided student learning activities, and performed classroom and administrative teaching responsibilities.

CONTENT WRITER

GhostWriter Inc. | April 2021 – June 2021 (3 Months)

- Wrote blog articles and web content for clients while proofreading and editing submitted articles.

ADMINISTRATIVE ASSISTANT VI

Commission on Higher Education | February 2021 – March 2021 (2 Months)

- Drafted speeches for the commissioner, proofread official documents, managed filing systems, and handled administrative support tasks.

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