



NEIL

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WORK EXPERIENCE

SEO MANAGER

Miint Media, Bristol, United Kingdom | April 2023 – March 2025 (2 Years)

- Directed keyword research, on-page/off-page strategies, and technical SEO improvements to boost search visibility and SERP rankings; conducted audits and analytics reviews to guide data-driven optimizations and maintain competitive advantage.

SEO SPECIALIST

WestCan Auto, Canada | April 2022 – March 2023 (1 Year)

- Executed full keyword and technical SEO audits, managed redirects, optimized Core Web Vitals, created KPI forecasts, and built a strong social media presence to support brand growth and engagement.

SEO SPECIALIST (PART-TIME)

APC Group, Australia | April 2020 – March 2023 (3 Years)

- Led SEO campaigns and client communications, analyzed performance metrics, and collaborated with developers, writers, and link builders to enhance client site visibility and optimization.

SEO SPECIALIST (PART-TIME)

LightForest, Australia | March 2021 – July 2022 (1 Year, 5 Months)

- Performed keyword research, technical SEO audits, redirect implementations, and optimization strategies focused on site speed and Core Vitals improvement.

SOCIAL MEDIA MARKETER

Nanokote LTD, Australia | April 2020 – February 2021 (11 Months)

- Managed and executed digital campaigns across social platforms, built influencer partnerships, created content calendars, and analyzed engagement data to refine marketing strategies.

SEO SPECIALIST/PROJECT MANAGER

UpUgo, Bristol, United Kingdom | January 2019 – March 2020 (1 Year, 3 Months)

- Oversaw SEO projects from strategy to execution, conducted technical audits, and coordinated cross-functional teams to deliver optimized campaigns with measurable KPIs.

SEO SPECIALIST/PROJECT MANAGER

BlissDrive, California, USA | April 2017 – December 2019 (2 Years, 9 Months)

- Managed SEO campaigns, maintained client relationships, resolved technical issues, optimized content and site architecture, and led multi-disciplinary teams for performance growth.

SKILLS/AREAS OF EXPERTISE

- SEO Strategy, Executive and Management
- Website Optimization (On-Page, Off-Page & Technical SEO)
- Competitor & Keyword Analysis
- Content Writing, Editing & Optimization
- URL Mapping & Metadata Structuring
- SEO Reporting & Analytics (Traffic, Conversions & Ranking)
- Link Building & Outreach Campaigns
- SEO Strategy Development & Implementation
- Project & Team Management
- CMS Management (WordPress, Magento, Shopify, Joomla, Squarespace)

TECHNOLOGY

- Google Analytics
- Screaming Frog
- SEMrush
- Ahrefs
- WordPress
- Magento
- Squarespace
- Shopify
- Google Search Console
- Microsoft Office 365
- Google Workspace
- Trello
- TeamworkPM

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WORK EXPERIENCE

SEO SPECIALIST

Clarity Growth, Canada | July 2016 - March 2017 (9 Months)

- Designed keyword and link-building strategies, executed technical SEO enhancements, and collaborated across teams to boost search performance and lead generation.

WEB DEVELOPER/PROGRAMMER/SEO SPECIALIST

Optimization Technologies Solutions, Philippines | March 2010 - 2015 (5 Years)

- Developed and maintained websites using WordPress, Joomla, and Drupal; handled keyword research, blogging, link building, and paid search tracking to improve client site performance.

COMPUTER INSTRUCTOR

Central Luzon College of Science & Technology | November 2007 - 2010 (3 Years)

- Taught system analysis, Java programming, and e-commerce courses while designing instructional materials and assessing student performance.

COMPUTER INSTRUCTOR

Asian Institute of Computer Studies | June 2005 - 2009 (4 Years)

- Delivered lectures on programming, software engineering, and web design; mentored students in technical projects and conducted system analysis workshops.

TECHNICAL ENGINEER

Newton Scanning System Inc. | June 2003 - July 2004 (1 Year, 1 Month)

- Conducted testing, troubleshooting, and programming for barcode and POS systems, ensuring quality and client satisfaction

TECHNICAL CONSULTANT

Corporate Fusion, Inc. | Jul 2004 - Feb 2005 (7 Months)

- Provided training to new employees and internal/external clients on technical issues

SEO SPECIALIST

Creative Media Consulting | Dec 2015 - Jun 2016 (6 Months)

- Devising and implementing SEO strategies for the client's website, including on-page optimization and off-page optimization

