



JERRY

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- SEO & Website Optimization (8 Years Exposure / Recent Hands-On Experience)
- Technical SEO (Basic to Intermediate)
- SEO Auditing
- Google Search Console
- Keyword Research & Keyword Mapping
- On-Page SEO Optimization
- URL Structure & Metadata Optimization
- Internal Linking Strategy
- Backlink Analysis & Link Building
- Website Speed Optimization
- Competitor Analysis
- User Experience (UX) Optimization
- Search Engine Marketing (SEM)
- Google Analytics
- WordPress Website Development (Elementor)

TOOLS

- Microsoft Office 365
- Google Workspace
- Google Analytics
- Google Search Console
- SEMrush
- Ahrefs
- Screaming Frog
- Moz
- Ubersuggest
- SpyFu
- Majestic
- KWFinder
- AnswerThePublic
- Google Keyword Planner
- Google PageSpeed Insights
- GTmetrix
- Pingdom
- Bing Webmaster Tools

Motivated SEO Specialist with hands-on experience in WordPress development, link building, and on-page and off-page SEO strategies, supported by formal training and certifications in digital marketing and analytics. Proven ability to conduct website audits, perform keyword mapping, and implement SEO techniques that improve site traffic and search visibility. Brings strong technical proficiency in SEO tools such as Google Analytics, Search Console, SEMrush, and Ahrefs, helping organizations enhance online presence and drive measurable organic growth.

WORK EXPERIENCE

SEO/LINK BUILDER

Innovationhub Digital Marketing Services | October 2025 – November 2025 (2 Months)

- Executed backlink strategies and supported SEO initiatives for landing pages and brand pages to improve search visibility.

WORDPRESS DESIGNER

Noels Letchon Philippines | March 2025 (1 Month)

- Designed SEO-ready websites using WordPress and Elementor while ensuring functional and optimized site structure.

WORDPRESS & SEO SPECIALIST (BOOTCAMP PROJECT)

Family Laundry Philippines | January 2025 – February 2025 (2 Months)

- Performed keyword mapping, website audits, on-page and off-page SEO, benchmarking, and reporting to improve website traffic.

WAREHOUSE STAFF

Surface Technology International Philippines | 2016 – 2024 (8 Years)

- Managed inventory operations using SAP including receiving, picking, and releasing materials while ensuring accurate documentation and system processes.

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