



# MEIRIA

[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
- Jira
- MailChimp
- Frase
- Google Search Console

Results-driven SEO Content Specialist with 3+ years of experience in content development, keyword research, and search-optimized website copy across international clients and industries. Brings strong research, analytical, and cross-functional collaboration skills to help organizations increase organic traffic, strengthen digital presence, and drive measurable marketing results.

## WORK EXPERIENCE

### CONTENT VA (FREELANCE/PART-TIME)

Epic Road Rides | May 2025 – Present

- Creates social media content, including carousel posts and reels, uploads website content, writes email marketing campaigns and articles, and supports lead generation and CRM tasks.

### JUNIOR SEO CONTENT ENHANCEMENT SPECIALIST

Olly Olly | May 2025 – October 2025 (6 Months)

- Produced SEO-optimized website copy for various businesses, collaborated with designers and developers on content projects, and utilized AI tools for content optimization.

### COPYWRITER

Outsourced Doers | January 2025 – May 2025 (5 Months)

- Conducted research on market trends, competitors, and keywords while creating marketing copy including website content, email sequences, and sales funnel materials.

### CONTENT MANAGER (VIRTUAL)

RAID Analytics | June 2024 – August 2024 (3 Months)

- Researched industry topics and produced blog articles and news content while publishing materials through WordPress and creating short-form videos.

### RESEARCH AND CONTENT ANALYST (VIRTUAL)

RAID Analytics | April 2023 – June 2024 (1 Year, 3 Months)

- Researched news and industry topics in the electric vehicle and clean energy sector and produced website content for publication via WordPress.

### ADMINISTRATIVE ASSISTANT-CONTENT (VIRTUAL)

RAID Analytics | August 2022 – March 2023 (8 Months)

- Conducted research and wrote website content while assisting with WordPress publishing and administrative content tasks.

### INTERNSHIP/ON-THE-JOB TRAINING

College of Social Sciences and Philosophy – Bulacan State University | August 2021 – September 2021 (2 Months)

- Wrote weekly reports, coordinated with speakers, and organized and hosted a webinar.

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