



# ROMMEL

[VIDEO INTERVIEW](#)

## EXPERTISE SKILLS

- Digital Marketing
- Search Engine Optimization (SEO)
- Technical SEO
- Keyword Research
- On-Page SEO
- SEO Auditing
- Website Performance Optimization
- WordPress Development
- Shopify Website Management
- Frontend Web Development
- GoHighLevel CRM Setup & Administration
- CRM Pipeline Management
- Email & SMS Campaign Automation
- Workflow Automation
- Social Media Management
- Content Calendar Management
- Graphic Design
- Video Editing
- Software Quality Assurance (QA)
- Manual Testing
- Regression Testing
- Smoke Testing
- Exploratory Testing
- Test Case Creation
- API Testing
- Agile Collaboration
- AI Data Annotation

## TOOLS

- |                             |                           |
|-----------------------------|---------------------------|
| • HTML                      | • Figma                   |
| • CSS                       | • Selenium (Basic Python) |
| • JavaScript                | • Jira                    |
| • PHP                       | • Postman                 |
| • MySQL                     | • Canva                   |
| • Bootstrap                 | • Adobe Photoshop         |
| • XAMPP                     | • CapCut                  |
| • Git                       | • Google Workspace        |
| • WordPress (Elementor)     | • Basecamp                |
| • Shopify                   | • GoHighLevel             |
| • Mangools                  | • Zapier                  |
| • AnswerThePublic           |                           |
| • Google Keyword Planner    |                           |
| • Yoast SEO                 |                           |
| • Screaming Frog            |                           |
| • Google Analytics          |                           |
| • Google Search Console     |                           |
| • Google PageSpeed Insights |                           |

Results-driven Digital Marketing Specialist with 2+ years of experience in SEO, social media management, content marketing, website optimization, and CRM automation. Proven track record of implementing SEO strategies, managing WordPress and Shopify websites, creating engaging social media content, and leveraging GoHighLevel automation workflows to improve customer engagement, streamline marketing operations, and enhance online visibility. Brings strong expertise in digital marketing, SEO, content strategy, CRM management, web development, and marketing analytics, helping organizations strengthen their digital presence, generate qualified leads, and drive measurable business growth.

## WORK EXPERIENCE

### DIGITAL MARKETING SPECIALIST

Doneverse (Remote) | August 2023 – February 2026 (2 Years, 7 Months)

- Designed branded social media assets and promotional videos, managed content calendars, implemented SEO strategies, optimized digital content, maintained WordPress and Shopify websites, and managed the Tribelynk online course platform to ensure accurate content and a seamless user experience.

### SOFTWARE QA ENGINEER

MetroMart | June 2022 – December 2022 (7 Months)

- Performed manual testing for web and mobile applications, executed regression, smoke, and exploratory testing, created test cases and scenarios, tracked defects using Jira, and collaborated with developers in an Agile environment to ensure software quality.

### 2D IMAGE LABELER

Freelance/Remotasks | September 2021 – December 2021 (4 Months)

- Annotated images using 2D bounding boxes for machine learning datasets, maintained high data accuracy, and consistently met project quality standards and production deadlines.

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