



MARK EDZEL

[VIDEO INTERVIEW](#)

WORK EXPERIENCE

SEO ADMINISTRATOR

Everything Caravan & Camping (Australia) | Oct 2023 – Feb 2025 (1 Year, 4 Months)

- Executed SEO strategies using analytics tools, conducted audits, optimized site content, and collaborated cross-functionally to improve site rankings and user engagement.

SEO SPECIALIST/GHL SPECIALIST

Soflink IQ (Florida, USA) | Oct 2022 – Oct 2023 (1 Year)

- Built high-performing websites, improved local SEO visibility, and supported over 200 clients in achieving marketing goals.

ADS SPECIALIST

SynerBizz Consultancy (Philippines) | Jun 2022 – Sept 2022 (3 Months)

- Created targeted ad campaigns and reports for social and digital platforms using segmentation techniques.

MARKETING TECHNOLOGY DEVELOPER

Altus Digital (Australia) | Jan 2022 – May 2022 (4 Months)

- Developed a compliance-focused enterprise app with an integrated dashboard.

VOLUNTEER WEB DEVELOPER

OSSPH (Philippines) | Oct 2021 – Jan 2022 (3 Months)

- Created reusable and SEO-friendly web templates using HTML5, CSS3, and JavaScript.

DEVELOPER INTERN

Algo Filipino (Philippines) | Jan 2021 – Oct 2021 (9 Months)

- Built landing pages and contributed to web development tasks as part of a collaborative team.

SKILLS/AREAS OF EXPERTISE

- SEO
- Email and Digital Marketing Campaigns
- Onboarding Processing
- Technical Support for CRM
- Website Management
- Social Media Management
- Community Management
- Keyword Research
- Content Creation
- On-Page and Off-Page SEO
- Google Ads
- Local SEO
- Meta Ads

TECHNOLOGY

- G Suite
- Ahrefs
- WordPress
- Screaming Frog
- Microsoft 365
- BrightLocal
- Semrush
- GoHighLevel
- ClickUp
- Salesforce
- Google Ads
- Meta Business Suite

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