



MA. CHRISTINE

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Content Writing
- SEO Content Strategy
- 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
- SEMrush
- Ahrefs
- Screaming Frog
- Helium 10
- Mailchimp
- GoHighLevel
- Simplero CRM
- ClickFunnels
- Canva
- Filmora X
- Google Analytics
- Basecamp
- Calendly
- Typeform

Results-driven SEO Content Specialist with 6+ years of experience developing data-driven content strategies, SEO copywriting, and keyword-focused digital content for B2B and B2C clients. Proven track record of managing SEO content strategies for multiple clients simultaneously, conducting in-depth keyword research, and producing high-performing web, blog, and ad copy that improves search visibility and organic traffic. Brings strong expertise in editorial quality control, cross-team collaboration, and AI-assisted content workflows, helping organizations scale content production while maintaining consistent brand voice and SEO performance.

WORK EXPERIENCE

SENIOR DIGITAL MARKETING CONTENT SPECIALIST

ExaWeb Corporation | June 2025 – Present

- Leads SEO content strategy and writing for multiple clients while maintaining editorial standards, writing PPC and Meta ad copy, and collaborating with content and analytics teams to improve campaign performance.

DIGITAL MARKETING CONTENT SPECIALIST

ExaWeb Corporation | May 2024 – May 2025 (1 Year)

- Managed SEO content strategy and writing for multiple B2B and B2C clients, conducted keyword research, and collaborated with analytics teams to improve organic traffic and search rankings.

CONTENT WRITER

Local Leads | 2022 – 2023 (1 Year)

- Wrote informational and review-based articles covering businesses, tourism, and government processes for international audiences.

CONTENT CURATOR/COPYWRITER

KDCI Outsourcing | 2020 – 2022 (2 Years)

- Conducted keyword research, curated products for Amazon affiliate sites, wrote product descriptions and listicles, and assisted with content quality checks and reporting.

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