



RUBEN

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Content Writing (3 Years Experience)
- SEO Content Writing & Optimization
- 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
- Search Engine Marketing (SEM)
- Google Analytics
- Google Tag Manager

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

Versatile SEO Content Specialist with experience in content marketing, digital strategy, and SEO-driven writing across global and multi-industry projects. Proven ability to develop and execute content strategies, produce high-performing articles, and optimize content using data-driven insights to increase engagement and organic traffic. Brings strong expertise in AI-assisted content creation, analytics, and cross-functional collaboration, helping organizations enhance brand visibility, improve search rankings, and achieve measurable digital growth.

WORK EXPERIENCE

CONTENT AND MARKETING SPECIALIST

Sozoroad (New York, US) | April 2025 – January 2026 (10 Months)

- Led end-to-end content and digital marketing initiatives across web, email, and social platforms by developing content strategies, collaborating with cross-functional teams, and optimizing performance using analytics and SEO to improve engagement and lead generation.

PROJECT STAFF FOR SUSTAINABLE DEVELOPMENT GOALS (SDG)

University of the Philippines Mindanao | April 2023 – December 2024 (1 Year, 9 Months)

- Managed SDG data collection and reporting, authored and designed annual sustainability reports, and contributed to institutional strategy and compliance for global university rankings.

AI-ASSISTED BLOGGER

TrendUp Asia (Hong Kong) | March 2023 – June 2024 (1 Year, 4 Months)

- Produced SEO-driven, AI-assisted blog content while managing the full content lifecycle, analyzing trends, and optimizing articles to improve readership and engagement.

CONTENT WRITER

A Better Florist Pte. Ltd. (Singapore) | January 2023 – May 2023 (5 Months)

- Wrote high-volume, SEO-optimized articles across industries, conducted research on trends and customer behavior, and maintained editorial quality to improve organic search performance.

PART-TIME/FREELANCE/PROJECT WORK ROLES

- Virtual Assistant – OPA Staffing
- Copywriter – Panzi Digital Agency
- Web Content Writer – PHBW, Davao City

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