



ULYSIS

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Technical SEO Strategy & Execution (15+ Years Experience)
- Advanced SEO Auditing & Issue Resolution
- Website Crawling, Indexing & Rendering Optimization
- Core Web Vitals & Website Performance Optimization
- Site Architecture & Internal Linking Strategy
- Keyword Research & Search Intent Strategy
- On-Page & Off-Page SEO Optimization
- Backlink Strategy, Outreach & Authority Building
- Local SEO & Google Business Optimization
- Schema Markup & Structured Data Implementation
- Log File Analysis & Crawl Budget Optimization
- Conversion Rate Optimization (CRO)
- Google Analytics, Tag Manager & Data Analysis
- AI-Assisted SEO & Content Optimization
- Social Media & Email Marketing Integration
- Basic Web Development (HTML / CSS)

Results-driven SEO Specialist with 15+ years of experience in technical SEO, on-page and off-page optimization, and data-driven digital marketing strategies. Proven track record of leading cross-functional teams, improving search rankings through advanced SEO techniques, and driving sustained growth in organic traffic and online engagement. Brings strong expertise in SEO tools (Ahrefs, SEMrush, Screaming Frog), analytics, and AI-enhanced content strategies, helping organizations maximize visibility, optimize performance, and achieve scalable digital success.

WORK EXPERIENCE

DIGITAL MARKETING SPECIALIST/SEO (FREELANCE CONSULTANT)

KADAprs | August 2025 – Present

- Develops SEO strategies, conducts keyword research, monitors performance metrics, creates AI-assisted content, manages social media and email campaigns, and optimizes websites for improved rankings and engagement.

SEO SPECIALIST/STRATEGIST

RapidVisa | Boundless | April 2016 – July 2025 (9 Years, 4 Months)

- Led technical SEO, keyword research, outreach, and site architecture improvements while managing audits, interlinking, content updates, and performance reporting to enhance organic visibility.

SEO TECHNICAL/ONLINE COORDINATOR

iSell/Fatprophets | January 2015 – April 2016 (1 Year, 4 Months)

- Handled technical SEO setup, including schema, local optimization, Google tools integration, and coordinated outreach and AdWords setup.

SEO SPECIALIST (ZYLUN CLIENTS / OMNIPRESENTSEO)

Zylun Philippines | August 2012 – December 2014 (2 Years, 5 Months)

- Executed on-page optimization, analytics tracking, CMS updates, keyword research, and managed SEO projects from planning to completion.

SEO SPECIALIST

Zylun Philippines | June 2012 – August 2012 (3 Months)

- Conducted competitor analysis, keyword research, and implemented on-page optimization strategies.

SEO SPECIALIST

RipeConcepts Inc. | November 2011 – June 2012 (8 Months)

- Managed SEO improvements, social media channels, email marketing, video marketing, and link-building campaigns.

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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
- Bing Webmaster Tools
- BrightLocal
- Yoast SEO
- RankMath
- WordPress
- Wix
- Squarespace
- Elementor
- Gutenberg
- Asana
- ClickUp
- Monday.com
- HTML/CSS/JavaScript/PHP

WORK EXPERIENCE

SEO SPECIALIST

Taking You Forward | November 2010 – October 2011 (1 Year)

- Performed keyword research, link-building, on-page optimization, and weekly reporting for client websites.

SEO SPECIALIST/ONLINE REPUTATION MANAGEMENT

BookWhirl.com | February 2010 – October 2010 (9 Months)

- Managed online reputation, promoted landing pages, and executed SEO and link-building strategies.

SEO SPECIALIST

Babbleglass | November 2009 – January 2010 (3 Months)

- Conducted keyword research, link-building, directory submissions, and SEO content promotion.

SEO MANAGER

Cebuana's Romance Tour | February 2009 – November 2009 (10 Months)

- Led SEO efforts including keyword research, blog writing, social media marketing, and landing page promotions.

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