



# ANNE NICOLE CUNANAN

## DIGITAL MARKETING STRATEGY & SEO SPECIALIST

I'm a seasoned digital marketing strategist and SEO professional, bringing seven years of experience to businesses in North America, Australia, and globally. I specialize in building competitive and profitable online presences, offering adaptable digital marketing and SEO solutions for both individual operations and established teams. My professional background ensures exceptional communication and problem-solving to support your business goals.

### CONTACT

✉ anne.cunanan2399@gmail.com  
☎ +639626453266  
📍 Kalayaan Subd. Lourdes  
Northwest, Angeles City,  
Pampanga 2009

### EXPERTISE

Search Engine Optimization  
Virtual Assistant Services  
Keyword & Competitor Research  
Copywriting  
Social Media Management  
Social Media Content Services  
Google Business Profile Management  
Content SEO  
WordPress Development  
WordPress Design  
CMS Maintenance  
HTML  
CSS  
JavaScript

### REFERENCES

**MARIUS CARLOS, JR.**  
Owner, The Content Experts  
marius@contentexpertsph.com  
09392135975  
  
**MAY ANGELYN DAYAG**  
Data Representative  
Swak BPO  
mayangelyndayag@gmail.com  
09683078761

### WORK EXPERIENCE

**SEO SPECIALIST** 2024- 2025  
**Bruce Jones Digital Marketing Services**  
*Chicago, IL & Philippines*

- Performed SEO strategy and related duties, including competitor research, local SEO tasks, keyword research, etc.
- Developed SEO processes for replicable results
- In charge of guest posting and backlink acquisition strategies.
- Managed WordPress CMS (front end and some back end)
- In charge of creating unique content ideas.
- In charge of monitoring analytics and traffic.
- Was offered continuing training and upskilling.
- Onsite and offsite SEO tasks

**SEO SPECIALIST** 2024- 2025  
**Matadores Law**  
*Los Angeles, CA*

- Served as the sole SEO Consultant and led the enhancement of client online visibility for the Matadores Law Firm in Los Angeles.
- Managed comprehensive SEO strategies including competitor analysis, local SEO, keyword research, content ideation, and backlink acquisition.
- Proficiently managed WordPress CMS (onsite & offsite SEO).
- Consistently upskilled in SEO best practices to deliver optimal results.

**WORDPRESS DEVELOPER** 2025-PRESENT  
**David Loi Studios**  
*Dallas, TX*

- Built and launched David Loi Studios' WordPress site from scratch.
- Customized themes and plugins for enhanced site functionality for a professional photography website.
- Ensured responsive design for optimal performance on all devices.
- Managed end-to-end site development, including optimization and security.
- Collaborated with stakeholders to deliver a high-quality commercial photography website for multi-city and multi-state deployment.



Scan for my LinkedIn profile



Scan for my video introduction



Scan for my blogging portfolio



Scan for my copywriting portfolio

## SEO SPECIALIST/VA

2019- PRESENT ●

### The Content Experts

#### *Philippines*

- Performed various SEO-related duties including competitor research, local SEO, keyword research, analytics, etc.
- In charge of guest posting and backlink acquisition strategies.
- I also manage WordPress CMS (front end and some back end)
- In charge of monitoring analytics and traffic.

## SALES REPRESENTATIVE

2023-2024 ●

### TaskUs

- Performed cold-calling to local restaurants to pitch the benefits of partnering with DoorDash, including increased customer reach, online ordering capabilities.

## DATA REPRESENTATIVE

2022-2023 ●

### Swak BPO Corp.

- Gathered accurate contact details, including addresses, phone numbers, and email addresses.

## GLOBAL TRAVEL SPECIALIST

2022-2022 ●

### Teletech

- Booked travel arrangements, including flights, hotels, and car rentals, ensuring clients secured the best deals.

## EDUCATION

### Programming and Animation

2016 - 2018 ●

#### Systems Plus College Foundation Inc.

Pioneer Graduate, New K12 Curriculum  
Information, Communications, and Technology (ICT)

*Graduated with High Honors*

### BS Library & Information Sciences

2019 - Present ●

City College of Angeles

# CERTIFICATIONS

## HOW TO PLAN A MAGNETIC CONTENT STRATEGY USING SEMRUSH

### ***SEMrush Academy Certificate***

Issued September 2024  
<https://bit.ly/3zMYjAO>

## SEO CERTIFIED

### ***Hubspot Academy***

Issued September 2024  
<https://bit.ly/3XYyGGI>

## ENGLISH CERTIFICATE B2 UPPER IMMEDIATE

### ***EF Standard English Test (EF SET)***

Issued July 2024  
<https://cert.efset.org/6Xu7ed>

## COPYWRITING AND CONTENT WRITING CERTIFICATION

### ***The Content Experts***

Issued August 2024  
<https://bit.ly/3BgFhU6>

## SEO FOR SMALL AND MIDSIZE BUSINESSES

### ***The Content Experts***

Issued September 2024  
<https://bit.ly/3TGY3u7>

## DIGITAL MARKETING FOR SMBS WITH GREG GIFFORD

### ***SEMRush Academy Certificate***

Issued September 2024  
<https://bit.ly/4ebGYAF>

## SOCIAL MEDIA MARKETING CRASH COURSE

### ***SEMRush Academy Certificate***

Issued September 2024  
<https://bit.ly/4eI6bCO>