



EUNILAINE M. GUADO

SEO SPECIALIST

☎ 09753603574

✉ va.eunieguado@gmail.com

🌐 www.iclick2rise.com

📍 B3 L8 Sunnydale Homes, Sabang Dasmariñas City, Cavite, 4114

PROFESSIONAL SUMMARY

An SEO Specialist with over five years of experience, specializing in digital marketing, HTML, Google Analytics, and link building campaigns. A proven track record of executing high-impact campaigns to enhance the online presence of emerging brands. Deeply passionate about assisting clients in enhancing their online visibility and achieving higher rankings in search engine results. Strong creative and analytical skills. Team player with an eye for detail.

ACADEMIC BACKGROUND

Bachelor in Science of Information Technology

Cavite State University – Imus Campus

2011 – 2014

CORE SKILLS

- Proactive and eager to take on new challenges and see task through to completion
- Excellent project management experience; ability to effectively handle multiple projects simultaneously; strong time management skills
- Strong time management skills and ability to balance competing priorities and overlapping deadlines
- Excellent skills to monitor and track traffic, rankings, conversions and off-page marketing initiatives
- Strong organizational skills and ability to focus on task/project completion
- Strong organizational skills and the ability to manage many projects at a time
- Good understanding of search engine algorithm changes and ranking strategies, and nuances of links within the SEO ecosystem.

SEO TOOLS

- Experience with Google Tools (Google Analytics, Tag Manager, Google Search Console, Google Pagespeed Insights, Looker Studio,)
- Experience working with SEO tools (Google Search Console, Ahrefs, SemRush, Brightlocal, Accuranker, Moz, linklicious, GSA search engine ranker, GSA Captcha Breaker, and GSA Indexer)
- Content creation using AI tools such as Jasper, Copy.ai, Quillbot, and CHATGPT
- knowledgeable of content management systems such as WordPress.
- Strong working knowledge of Microsoft Excel.

CAREER HISTORY

White Label Services Inc 2014

2015 – 2023

Asst. SEO Manager

- Perform SEO audits for client websites, conduct research on competitors, identify keyword optimization opportunities, and do a link-building campaigns.
- PBN Linkbuilding: Research and building external links with relevant high-quality third-party websites.
- Creating contents using these AI tools such as Jasper, Copy.ai, Quillbot, and CHATGPT.
- Setting up the links on GSA search engine ranker, GSA Captcha Breaker, and GSA Indexer.
- Tools that used to check competitors' backlinks SemRush and Ahrefs.
- Auditing Google My Business Optimization and Citations using Brightlocal - Optimized Business Name, Placing proper categories, business hours, honest reviews that contain relevant information, optimized descriptions etc.
- For known virtual address, I conduct research and contact the agent of the co-working space that passed in Google search and Google Map search.
- Established SEO best practice strategies for deals and permanent products to gain page authority.
- Prepared informational and reader-friendly reports.
- Collaborate with other department.
- Mentoring and overseeing junior staff.
- Assisting tasks to the part timers.

RAM Foods Inc

2014 – 2015

Programmer

- Create and modify existing programs of the company using FoxPro.

Information Managers Inc

Summer 2013

Intern: Programmer

- Create and modify existing programs of the company using Progress 4GL.

CERTIFICATIONS

- ProVA Virtual Assistant
Search Engine Optimization (SEO) - Online Course
March 19 2023
- Passed LinkedIn Skill Assessment
Search Engine Optimization (SEO)
Badge earned 12/1/2020

ACHIEVEMENTS

- Excellent Performer 2018
- Awesome Attitude Award 2017
- Early Bird Award 2017
- Best Team Player 2016