



JOL DANIW SILEN

- 📍 Bayugan City, Agusan Del Norte, Philippines
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- Well-versed Digital Marketing Professional with over 5 years of industry experience.
- Passionate in generating and implementing ideas
- Very much enthusiastic to contribute my skills and knowledge in the fields of Digital Marketing, Web Development, and Project Management

WORK EXPERIENCE

JANUARY 2022 – JULY 2022

DIGITAL MARKETING SPECIALIST, GREEN HEART LOVE

- Strategizing content pillars and sub pillars
- Planning the editorial calendar and content proposition
- Collaborating with content management teams, creative teams
- Developing editorial strategy, so content is consistent across all delivery platforms
- Conducting periodic content audits
- Ensuring that content strategy meets business objectives
- Strategizing and improving content delivery and promotion
- Analyzing content marketing strategy to evaluate whether it's working or not.
- Digital Marketing Specialist Master's Program
- Advance Your Career as a Digital Marketer EXPLORE COURSE

AUGUST 2021 – DECEMBER 2021

SEARCH ENGINE OPTIMIZATION SPECIALIST, PROMAX

- Develop strategies that increase the company's search engine results rankings
- Research SEO keywords to use throughout the company's marketing materials
- Set measurable goals that demonstrate improvement in marketing efforts
- Monitor daily performance metrics to understand SEO strategy performance
- Efficiently communicate with other marketing professionals to align goals
- Collaborate with others within the marketing department to manage SEO strategy
- Write compelling and high-quality website content, including blog posts and page descriptions

JULY 2020 – JULY 2021

SEARCH ENGINE OPTIMIZATION STRATEGIST, TITAN GARAGE DOOR

- Optimizing copy and landing pages for search engine optimization
- Performing ongoing keyword research including discovery and expansion of keyword opportunities
- Optimize copy and landing pages for search engine marketing
- Develop and implement link building strategy
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code
- Work with editorial and marketing teams to drive SEO in content creation and content programming
- Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords.

JANUARY 2020 – JUNE 2020

PROJECT-BASED DIGITAL MARKETING SPECIALIST, BOOST

- Write well designed, testable code by using best software development practices
- Create website layout/user interface by using standard HTML/CSS practices
- Integrate data from various back-end services and databases
- Gather and refine specifications and requirements based on technical needs
- Create and maintain software documentation
- Be responsible for maintaining, expanding, and scaling our site
- Stay plugged into emerging technologies/industry trends and apply them into operations and activities

JANUARY 2017– DECEMBER 2019

WEB DEVELOPER, SILVER EDGE MEDIA SERVICES

- Website and software application designing, building, or maintaining.
- Using scripting or authoring languages, management tools, content creation tools, applications, and digital media.
- Cooperate with web designers to match visual design intent
- Directing or performing Website updates.
- Developing or validating test routines and schedules to ensure that test cases mimic external interfaces and address all browser and device types.
- Editing, writing, or designing Website content, and directing team members who produce content.
- Back up files from Web sites to local directories for recovery.
- Identifying problems uncovered by customer feedback and testing, and correcting or referring problems to appropriate personnel for correction.

EDUCATION

JUNE 2011 UNTIL MARCH 2017

TERTIARY EDUCATION: **BS INFORMATION TECHNOLOGY**,
FATHER SATURNINO URIOS UNIVERSITY

SKILLS

Marketing

- Email Marketing
- Lead Generation
- Content Marketing
- SEO
- SMM
- Video Marketing

Project Management

- Design Project Management
- Marketing Project Management
- Web Development Project Management
- Writing Project Management

Graphics & Multimedia

- Graphics Editing
- Illustrator
- Logo Design
- Photoshop
- Web page Design

Webmaster

- Content Management
- Cpanel
- CSS, Html, PHP
- PSD to HTML
- Wordpress
- Ecommerce
- Google Analytics
- Google Search Console

REFERENCES

John Anthony Talaguit
Digital Marketing Specialist
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Jerbie Solmeo
Web Developer
Email: jerbsolmeo@gmail.com