



Aladin Legaspi

SEO & Digital Marketing Specialist

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ABOUT ME

A result-driven Senior or Managerial Level SEO And Digital Marketing Specialist with more than 17 years of experience. I have a proven record of optimizing websites from all the different SEO angles (Content/Technical/Off-Page/On-Page). With a strong history of building and leading digital marketing teams

LANGUAGES

English

Filipino

BIO

Birth Date
July 5, 1977

Nationality
Filipino

Location
Paranaque City, Philippines

COMPLETED PROJECTS

SEO

Paid Ads

SMM

Web Development

600+ 20+ 12+ 10+

Education

Bachelor of Science in Marketing

University of Perpetual Help Rizal,

Las Piñas City, Philippines

June 1994 - April 1998

CAREER MILESTONE

SEO Manager

1. Managed a team of 20 professionals.

1. Senior SEO Specialists
2. Junior SEO Specialists
3. SEO Trainees
4. Writers
5. Web Developers

2. SEO Manager for the following niches:

1. Cryptocurrency
2. Cybersecurity
3. Digital Agency
4. Photo Editing Website
5. Technology
6. Casino websites

SKILLS

Technical SEO



On-Site SEO



Off-Site SEO



Research And Analysis



Content SEO



TOOLS



SEO Specialist / Strategist

1. Served as an SEO expert and strategist for nearly 17 years.
2. Handle local and international clients from different countries, industries and fields.
3. Manage comprehensive SEO campaigns for small and medium businesses (SMBs).
4. Assisted in providing 10 million+ page views for video streaming search engine websites.
5. Have comprehensive skills and knowledge that can be used to conduct a complete SEO campaign or specific SEO tasks. SEO tasks include but are not limited to the following:
 - Keyword Research
 - Competitor Analysis
 - Website Audit
 - On-site SEO
 - Off-site SEO
 - Technical SEO
 - Local SEO Apps
 - Google Analytics 4 Event Goal Creation
 - Google Search Console Optimization

Career Profile

TrafficBet – Casino/iGaming Niche

Cavite City, Philippines | November 2022 — Present

Remote Freelance SEO & SEM Manager

- Manage Two Casino brands:
 - teenpattistars.io
 - stars777.org
- Manage Ten sub-sites
- Applied combination of Whitehat SEO, Grayhat SEO and Blackhat SEO.
- Apply comprehensive SEO activities including but not limited to technical, onsite, offsite and content SEO
- Apply a complete SEM campaign including but not limited to Google ads, Facebook Ads, media space buying, and website promotion.
- Manage and coach four SEO experts and one content writer.
- Collaborate with the web developers, graphics and customer service representative.
- Reports directly to the Operations Manager.

Colin Forte - photoandvideoedits.com – Real Estate Photo Editing Niche

Cebu City, Philippines | July 2019 — Present

Remote Freelance SEO Manager

- Manage photoandvideoedits.com
- Applied pure Whitehat SEO.
- Apply comprehensive SEO activities including but not limited to technical, onsite, offsite and content SEO
- Manage and coach 2 SEO experts and one content writer.
- Collaborate with the web developers.
- Reports directly to the business owner.

Abbie Young - youngmediaagency.com – Digital Agency

November 2021 — Present

Ad hoc Remote SEO Specialist

1. Hired for contract base SEO campaign for the agency clients website.
2. Applied either Full SEO Campaign or Sectional SEO Campaign.
3. Provide client facing reporting and discussion.
4. Discuss, suggest and plan SEO campaign with the agency owner.

David Blacker - veneratedigital.com – Digital Agency

August 2020 — Present

Ad hoc Remote SEO Specialist

1. Hired for contract base SEO campaign for the agency clients website.
2. Applied either Full SEO Campaign or Sectional SEO Campaign.
3. Provide client facing reporting and discussion.
4. Discuss, suggest and plan SEO campaign with the agency owner.

Completed

Hotcoin - hotcoin.com – Cryptocurrency Trading Platform

Global | June 2024 — February 2025

SEO Specialist

- Apply comprehensive SEO activities including but not limited to technical, onsite, offsite and content SEO.
- Create and manage SEO for 3 subdomains
- Improve hotcoin.com's reputation management for negative comments and reviews.
- Consult with Operations Manager on ideas to increase organism presence.
- Reports directly to the Operations Manager.

MWC Casino Sites – Casino/iGaming Niche

Freelancer | Manila, Philippines | August 2024 — January 2025

SEO Manager

- Applied 6 months Full SEO Campaign which includes but not limited to technical, On-site, Off-site and Content SEO for 4 websites.
 - <https://mw-cashpinas.com/>
 - <https://mw-cashph.com/>
 - <https://mwcashjackpot.com.ph/>
 - <https://mwcashcasino.ph/>
- Report directly to the client.

DataGuard-365 / Reboot Inc – Cybersecurity Niche

Chicago IL, USA | December 2023 — January 2025

Freelance SEO Strategist

- Applied Full SEO Campaign which includes but not limited to technical, On-site, Off-site and Content SEO for 2 websites.
 - <https://data-guard365.com/>
 - <https://www.rebootinc.com/>
- Report directly to the client.

easyOUTSOURCE - easy-outsource.com – Job Outsourcing

Toronto, Canada | October 2024 – December 2024

Freelance SEO Strategist

- Applied Initial 3 months Full SEO Campaign which includes but not limited to technical, On-site, Off-site and Content SEO for the client website.

Jhay Chi - dropshipmedia.com – Dropshipping Video Creation Service

USA | July 2019 — September 2024

Freelancer | SEO Specialist – Strategies

- Applied Full SEO Campaign which includes but not limited to technical, On-site, Off-site, and Content SEO.
- Coordinate with the web developer changes and improvement needed for better SEO performance.
- Coordinate with the client ideas to increase organic presence.
- Report directly to the owner.

Tim Newton – workfast.com.au – Manpower Hiring Service

Australia | July 2023 — March 2024

Freelancer | SEO Specialist – Strategies

- Applied Full SEO Campaign which includes but not limited to technical, On-site and Off-site SEO.
- Coordinate with the web developer changes and improvement needed for better SEO performance.
- Report directly to the owner.

Mount Fuji Lending - mountfujilending.com – Cash Lending

Makati City, Philippines | February 2023 — August 2023

Freelancer | SEO Specialist - Strategies

- Applied Full SEO Campaign which includes but not limited to technical, On-site and Off-site SEO.

Clearnexus – Cash Loan Business

Florida, USA | March 2023 — October 2023

Freelancer SEO & SEM Manager

- Applied Full SEO Campaign that includes but not limited to technical, On-site and Off-site SEO.
- Applied SEM Campaign that includes but not limited to Google Ads, Bing Ads, Facebook Ads, and Website Outreach.
- Managed and guided 2 Junior SEO Specialist.

Smartwin Technology Inc. – Cryptocurrency Trading, Casino Niches

Biñan, Philippines | August 2022 – February 2023

Contract-Base | SEO Manager

- Develop and execute successful SEO strategies including White hat, Gray Hat and Black Hat SEO.
- Manage team of SEO Specialists.
- Train and Guide Junior SEO Specialist.

- Conduct keyword research to guide content teams
- Review technical SEO issues and recommend fixes
- Prepare and present reports regularly.
- Suggest improvements in process and productivity optimization.