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CAREER OBJECTIVE

Results-driven SEO Specialist with over three years of experience in the iGaming and online casino niche, specializing in traffic growth, ranking enhancement, and conversion optimization. Proficient in PBN setup, backlink acquisition, CTR manipulation, and algorithm adaptation, while ensuring compliance with search engine policies.

Dedicated to helping brands achieve measurable success through strategic SEO, performance tracking, and ethical implementation of advanced marketing techniques.

WORK EXPERIENCE

A9 Digital Marketing (formerly WeFun Digital Marketing) | 2022 - 2025

iGaming SEO Specialist | Branding Specialist

Joined as an SEO Specialist on September 1, 2022. Promoted to Branding Specialist in November 2022 while continuing to perform SEO tasks to strengthen brand visibility and boost casino registrations. In April 2024, following the company's transition from WeFun Digital Marketing to A9 Digital Marketing, I was promoted to SEO Team Leader — managing the SEO department while simultaneously overseeing branding operations.

PROJECTS

Remote Work | iGaming Industry (PH Market)

SEO Specialist Team Leader

April 3, 2024 - September 30, 2025

- Led a high-performing SEO team managing three (3) casino brands, responsible for on-page, off-page, and technical SEO execution.
- Developed and implemented comprehensive SEO campaigns using a balanced mix of white-hat and controlled-risk strategies to achieve fast, measurable ranking and traffic growth.
- Conducted keyword research, clustering, and intent mapping to maximize organic visibility and align content with user intent.
- Oversaw content optimization, ensuring correct use of LSI keywords, internal linking, structured data, and E-E-A-T principles.
- Managed backlink acquisition strategies, including guest posts, niche edits, expired domains, 301 redirects, and Web 2.0 linking to strengthen domain authority.
- Executed CTR and behavioral signal optimization to improve dwell time, click-through rates, and overall SERP performance.
- Performed technical SEO audits, resolved crawl and indexing issues, and optimized Core Web Vitals for mobile responsiveness and faster site speed.
- Integrated AI-assisted tools (ChatGPT, Jasper, Copy AI) to support scalable, SEO-compliant content production.
- Implemented geo-targeted SEO strategies and risk-mitigation frameworks to maintain long-term ranking stability across multiple markets.

- Utilizes SEO tools such as Ahrefs, SEMrush, Screaming Frog, Rank Math, and Google Search Console for link analysis, content optimization, and performance tracking.
- Monitors algorithm updates, performs spam-detection risk analysis, and implements contingency plans to prevent de-indexing or ranking loss.
- Performs competitor gap analysis to identify ranking opportunities and close visibility gaps against top competitors.
- Tests controlled micro-worker and crowdsourced traffic campaigns to simulate organic engagement and enhance SERP signals.
- Leverages Reddit, Quora, Telegram, and niche forums for covert marketing, link-building, and community-driven traffic generation.
- Collaborates closely with cross-functional teams to align SEO, branding, and content strategies for unified campaign success.

ROLLERADS CAMPAIGN

RollerAds Campaign Team Lead | 2025

- Managing a 4-member team to plan, execute, and optimize ad campaigns.
- Supervised campaign setup, traffic targeting, and ad optimization for push and pop formats.
- Identified high-performing traffic sources, analyzed user behavior, and applied targeting adjustments to improve campaign efficiency.
- Adjusted bids and creatives, monitored CTR, impressions, and conversion data, and implemented data-driven optimizations to boost ROI.
- Integrated SEO insights and audience intent data to refine targeting accuracy and enhance ad performance and conversion tracking.

BRANDING SPECIALIST

iGaming Industry

Brand Specialist | April 2024 - 2025

- Led the branding direction and creative identity for the main brand, ensuring alignment with the company's vision and marketing goals.
- Develops brand strategies and creative direction consistent with company vision, audience insights, and market objectives.
- Produces branding assets such as visual decks, social-media content, and marketing collaterals that support SEO and ad campaigns.
- Strengthens brand identity and messaging across multiple casino brands for stronger trust and recognition.
- Executes social-media outreach and engagement campaigns, ensuring brand presence across major platforms.
- Identifies and collaborates with influencers and live-streamers to promote brand initiatives through sponsored videos, real-time streams, and social-media collaborations.
- Integrates SEO practices into branding initiatives to enhance visibility, engagement, and player-registration growth.
- Oversees visual and message consistency across web, social, and advertising channels.
- Works closely with SEO and content teams to ensure branding efforts align with search and conversion goals.
- Created automated Telegram channel posts using bot templates with inline buttons for player engagement and conversion optimization.

SOCIAL MEDIA MANAGER

Find-A-Builder.com | UK-Based Project | Remote Work

July 2022 - August 2022

An online platform that connects homeowners with trusted builders, helping contractors find projects while assisting clients in locating reliable professionals for home improvement needs.

- Create and schedule content across all brand social media platforms to maintain consistent activity and engagement.
- Generate, edit, and publish posts (graphics, captions, and videos) aligned with brand voice and campaign goals.
- Oversee social media design elements, ensuring all visuals meet brand standards and resonate with the target audience.
- Collaborate with the content team to plan editorial calendars, approve social posts, and ensure timely publication.
- Analyze weekly performance through social media analytics reports, measuring engagement rate, reach, and conversions.

SOCIAL MEDIA MANAGER

Southern Harvest Inc. | Philippines | Remote Work

April 2022 - June 2022

A local food manufacturing company specializing in premium banana chips. The team collaborated to boost brand awareness and digital presence through strategic social media campaigns.

- Developed and executed social media strategies to enhance brand presence, engagement, and audience growth across multiple platforms.
- Created, edited, and published high-impact content — including graphics, captions, and videos — aligned with brand tone and campaign objectives.
- Oversaw social media visual design, ensuring consistency with brand identity and audience appeal.
- Collaborated with the content and marketing teams to plan editorial calendars, schedule posts, and manage campaign rollouts.
- Monitored platform performance and delivered weekly analytics reports, tracking engagement rates, reach, impressions, and conversions.
- Engaged with followers to foster community interaction and improve organic visibility.

SOCIAL MEDIA MANAGER INTERN

RaketPro Digital Marketing Academy | Philippines | Remote Work

April 2022 - June 2022

Online training agency that guides freelancers and beginners into the digital job industry through SEO and social media marketing courses.

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- Collaborated with the content and marketing teams to plan editorial calendars, schedule posts, and manage campaign rollouts.
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DATA PROCESSOR

Nfyneat Datacon Inc | Corporate

September 2007 – February 2022

A subcontractual company of Nielsen Philippines specializing in radio monitoring and data analysis. The team handles encoding, transcription, and reporting of radio advertisements to support Nielsen's advertising research and survey projects.

Data Encoder | 2007 - 2021

- Performed data-related tasks with accuracy and efficiency.
- Entered and verified data from radio advertising reports to maintain reliable records.

Transcriptionist | Team Leader - 2021 - 2022

- Transcribed audio materials into clear and accurate written reports.
- Created advertisement summaries and performance reports from radio broadcasts.
- Provide guidance, instructions, and performance monitoring for remote transcription staff.

Lead Operator | 2-Months Project

- Managed Project Ballot Box – Political Persuasion with Engagement, ensuring timely project execution.
 - Utilized project management tools (Asana) to organize and track team progress.
 - Collaborated with hearing-impaired (HI) team members and promoted effective communication and inclusivity.
 - Used social media platforms for data collection, coordination, and engagement.
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EDUCATION

2-Year – Associate in Computer Technology

Interface Computer College Davao | 2004 – March 2006

TRAINING & CERTIFICATIONS

Philippines | Online Training

- Jeanius SEO Mastermind 2023 | Jeanius SEO — June 12 – July 12, 2023
 - Advanced SEO Crash Course | RaketPro Digital Marketing Academy — May 2022
 - Photoshop Essential Class Course | Phixels Creative Filipinos — April 2022
 - Ultimate SEO for Beginners | RaketPro Digital Marketing Academy — February 2022
 - Social Media Marketing Crash Course | RaketPro Digital Marketing Academy — January 2022
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TOOLS AND PLATFORM

- **SEO Tools:** Ahrefs, SEMrush, Screaming Frog, Rank Math
- **Analytics:** Google Analytics, Search Console, GA4
- **Content:** WordPress, Elementor
- **Project Management:** Asana
- **Design & Media:** Canva, Adobe Express
- **Advertising:** RollerAds, Meta Ads

SKILLS & EXPERTISE

- SEO Strategy & Execution (White, Grey & Black Hat)
- Content Optimization & Keyword Clustering
- Link Building & PBN Management
- CTR & Traffic Manipulation
- Branding & Influencer Campaigns
- Social Media Content Creation
- Data Analysis & Reporting

ACHIEVEMENTS / AWARDS

A9 Digital Marketing | Awarded on January 1, 2025

- Precision in Strategy Award
- Top Leads of the Year for (2) Brands – Team Performance (1st Place)

INDUSTRY EVENT ATTENDANCE

SEO Mastery Summit Saigon 2024

Ho Chi Minh City, Vietnam | Attendee – March 2024

REFERENCES

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