



BABY ANN CEPRA-DIAZ

SEO SPECIALIST

Profile

I'm an experienced SEO Specialist skilled in keyword research, on-page and off-page optimization, content strategy, and analytics –driven to boost online visibility and help businesses grow organically through data-backed strategies.

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 Isulan, Sultan Kudarat, Philippines



Work Experience

2025

SEO Specialist

Australia iGaming

- Developed SEO-driven content strategies using advanced SEO and algorithm optimization to improve traffic and rankings.
- Conducted keyword research, competitor analysis, on-page/off-page optimization, and technical SEO audits.
- Created and optimized blog and campaign content using AI tools for Australian audiences.
- Built quality backlinks through PBNs and backlink automation, improving CTR, engagement, and conversions.
- Prepared monthly performance reports by consolidating data from Google Analytics, email platforms, and social media tools.
- Collaborated with teams to maintain SEO best practices and support long-term growth.

2024-2025

SEO Specialist

A9 Marketing

- Managed local and international SEO campaigns to improve rankings, traffic, and CTR.
- Increased organic traffic by 30% using data-driven SEO strategies and algorithm optimization.
- Handled backlink building, PBN management, and risk-controlled link strategies.
- Conducted keyword research and competitor analysis to identify growth opportunities.
- Coordinated SEO content for websites, blogs, and social media, including AI-assisted creation and publishing.
- Managed content uploads, translations, and ensured SEO best practices were followed.
- Supported email marketing campaigns, lead generation, and performance tracking.
- Performed basic technical SEO audits and monitored performance using Google Analytics, Ahrefs, and SEMrush.

2023 - 2024

SEO VA (Part-Time)

Jeanius Hub, Philippines

- Supported SEO tasks including keyword research and content optimisation
- Updated meta titles, descriptions, and blog content
- Assisted in backlink outreach and competitor analysis
- Monitored website performance using SEO tools
- Maintained spreadsheets and task tracking for SEO projects

Education

Bachelor of Science in Biology
Sultan Kudarat State University
Major in General Biology
2022-2023

Expertise

- Advanced SEO
- Content Optimization
- Algorithm Optimization
- AI Integration
- PBN Management
- Technical SEO
- Backlink Automation
- Risk Management
- CTR Strategies
- Analytics Tracking
- Traffic Growth
- Performance Monitoring
- Keyword Research
- Local SEO
- Competitor Analysis
- International SEO

Tools

- Google Analytics
- Google Search Console
- Ahrefs
- SEMrush
- Google Trends
- WordPress
- Canva
- Grammarly
- ChatGPT, Gemini, Zimmwriter, Copy.ai
- Grok
- Screaming Frog
- Google Tag Manager
- Google Sheets / Docs

Language

English

Filipino