



DAILYN D. OCIEL

SEO SPECIALIST | ON-PAGE, OFF-PAGE & LOCAL SEO STRATEGIES | CONTENT WRITER | HELPING IGMAING BRANDS DRIVE GROWTH & SUSTAINABLE SUCCESS

PROFILE

With over 5 years of SEO expertise, I've empowered local and global brands to dominate their markets. Most Specialize to iGaming and many more Niches. Tailored strategies focus on On-Page Optimization, Link Building, Content Writing, and Technical SEO to boost rankings and drive qualified traffic. By leveraging advanced SEO tools like Semrush, Ahrefs, and Google Analytics and Search Console, I deliver measurable, long-term results that grow your business. Let's work together to elevate your online visibility, leads, and conversions!

WORK EXPERIENCE

A9 Digital (iGaming)

SEO Specialist | Content Writer

NOVEMBER 2023- TO OCTOBER. 30, 2025

- Applied white Hat and Advance SEO strategies for iGaming/online casino driving organic and affiliate traffic growth.
- Manage multiple Private Blog Networks (PBNs) and leveraged expired domains
- Used CTR and engagement manipulation tactics (behavioral signals, targeted meta testing) to lift SERP visibility.
- Coordinated covert traffic and engagement strategies across forums, social platforms, and micro-worker channels for link distribution and referral flow.
- Monitored algorithm updates and maintained risk mitigation and penalty-recovery plans to minimize long-term impact.
- Conducted comprehensive keyword research, on-page optimization, and competitor analysis for data-driven content performance.

Hughes Media Digital AGENCY (US-Based Client)

SEO Specialist -Linkbuilder | Feb 2021 to Oct 2023

I enhance website authority and search rankings by acquiring high-quality backlinks through outreach, guest posting, and partnerships, boosting organic traffic and SEO performance

Hobigames (India Casino Market)

SEO SPECIALIST | APRIL 16, 2022- DECEMBER 2022

- Executed SEO strategies, combining white-hat and black-hat methods to maximize visibility and organic traffic growth in India market.
- Conducted comprehensive keyword research, on-page optimization, and competitor analysis for data-driven content performance.
- Built and managed Private Blog Networks (PBNs), link farms, and expired domains to strengthen backlink profiles
- Designed and optimized affiliate landing pages modeled after top casino brands for affiliate link manipulation
- Executed social media branding, FB ads campaigns to complement SEO traffic strategies.

PHL63 Online casino PH Market

SEO SPECIALIST | October 2022 to May 2023

Site optimization by applying advanced SEO strategies, including keyword research, on-page optimization, link building, Local SEO and competitor analysis, to boost visibility, enhance user experience, and drive conversions while staying current with SEO trends and Google algorithms for sustainable growth. Executed social media branding, FB ads campaigns to complement SEO traffic strategies.

CONTACT

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Purok San Isidro, Poblacion,
Polomolok South Cotabato
9504

EDUCATION

BS SECONDARY EDUCATION

NOTRE DAME OF MARBEL UNIVERSITY

JUNE 2004- MARCH 2008

SKILLS

- Content Writing & Copywriting
- Search Engine Optimization (SEO) Expertise
- Time Management & Prioritization
- Effective Communication & Collaboration
- Critical Thinking & Problem-Solving
- Audience Analysis & Engagement Strategies
- Proficient in Microsoft & Google Workspace
- iGaming Niche Expert

LANGUAGES

- English (Fluent)
- Tagalog
- Visaya

REFERENCE:

Available Upon Request



DAILYN D. OCIEL

WORK EXPERIENCE

Jeanius Hub Digital Marketing Agency

SEO Specialist

OCTOBER. 20, 2023- TO DECEMBER 08, 2024

- Conduct SEO training for newbie SEO student
- Develop and implement on-page and off-page SEO strategies for multiple client accounts.
- Optimize website structure, meta tags, content, and internal linking for improved rankings.
- Perform technical SEO audits and recommend solutions for issues affecting crawlability, indexing, and site performance.
- Collaborate with content writers to ensure SEO-friendly content creation and alignment with keyword strategies.
- Monitor and analyze SEO performance using tools like Google Analytics, Google Search Console, SEMrush, Ahrefs, or Moz.

SAMASIA Holdings Inc. (Onsite)

Human Resource Senior Officer

December 26, 2017 to February 10 2021

- Oversees day-to-day HR operations to ensure smooth workforce management across the company.
- Handles end-to-end recruitment, from job posting and screening to hiring and onboarding.
- Manages employee relations and addresses workplace concerns in a fair and professional manner.
- Implements HR policies and ensures compliance with company standards and labor laws.
- Oversees payroll processing, timekeeping, and benefits administration.
- Supports performance management through evaluations, feedback, and employee development plans.