



# Tonybeth Airah C. Fermalino

Task- and result-oriented SEO practitioner with extensive experience in website optimization, keyword research, content strategy, and SEO training. Eager to apply SEO expertise to contribute to the growth and success of a dynamic team while continuing to expand skillset in the digital marketing field.

## Contact

### Phone

+639-157-375-091

### Email

tonybethairahf@gmail.com

### Address

Purok Bagong Silang,  
Bambad, Isulan Sultan  
Kudarat

## Education

2018 - 2022

### Bachelor of Science in Biology

Sultan Kudarat State  
University

## Skills

- Search Engine Optimization
- Communication Skills
- Problem-solving
- Multitasking
- Technical Tools
- Teamwork
- Adaptability

## Language

English

Filipino

## Experience

### January 2025 - June 2025

A9, Remote

#### SEO Specialist and Branding

- Developed and implemented SEO strategies to enhance website visibility, while collaborating with influencers on branding initiatives.

### May 2024 - January 2025

A9, Remote

#### SEO Team Leader

- Led SEO campaigns and managed a team to optimize website content and improve search rankings.

### August 2023 - May 2024

A9, Remote

#### SEO Specialist

- Conducted keyword research and optimized content to improve website traffic and rankings.

### January 2024 - April 2024

Jeanius Hub, Philippines

#### Senior SEO Training Officer

- Developed training programs to educate staff on SEO best practices and improve team skills.

### June 2023 - July 2023

A9, Remote

#### SEO Virtual Assistant (VA)

- Assisted with keyword research and content optimization to improve SEO performance.

## Tools

- Wordpress
- Gemini, Chat GPT, etc.
- Google Apps
- Google Keyword Planner
- Google Search Console
- Semrush
- Google Analytics
- Ahrefs
- Screaming Frog
- Canva