



GERALDINE VILLARIZA

SEO SPECIALIST



CONTACT ME



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General Santos City, Philippines

EDUCATION



Notre Dame Dadiangas University

Associate in Office Administration

2010- 2012

SKILLS



Content and SEO Skills

- Content coordination for website, blog, and social media
- SEO research, keywords, and topic planning
- Copywriting and content editing
- CMS publishing and on page SEO

Email and Lead Generation Skills

- Email campaign setup and scheduling
- List management and segmentation

E-Commerce Support Skills

- Product listing content preparation
- Product descriptions and specifications

Reporting and Analytics Skills

- Campaign and content performance tracking
- Data consolidation and reporting

Core Skills

- Organization and time management
- Attention to detail

ABOUT ME

As an SEO Specialist with 3 years of Experience, I specialize in driving results through effective SEO strategies and content creation. I'm always looking for new ways to improve online presence, boost traffic, and engage audiences. I'm dedicated to delivering high-quality work and staying updated with the latest trends in digital marketing.

WORK EXPERIENCE

A9 Unlimited Affiliate (iGaming)

SEO Specialist

Aug 2023- Jan 2026

- Develop and execute tailored iGaming SEO strategies to drive organic traffic and help clients rank higher on search engines.
- Perform in-depth keyword research to find the best terms for iGaming content and improve online visibility.
- Optimize on-page elements like meta tags, headers, and internal links to enhance site performance and provide a better user experience.
- Lead link-building efforts by securing high-quality backlinks from reputable iGaming sites to boost authority and rankings.
- Regularly analyze web analytics to track SEO performance, make adjustments, and ensure continuous growth.
- Stay on top of the latest SEO trends and changes in the iGaming industry to keep strategies up-to-date and effective.
- Work closely with content teams to create engaging, SEO-friendly content that drives traffic and resonates with the target audience.

Abdulwahed Bin Shabib Real Estate (Dubai, UAE)

Sales Executive/ Accounting Assistant

October 2017- November 2018

Accounting Assistant (January 2018- November 2018)

- Providing support to the Accounting Department



- Performing Basic office tasks, such as filing, data entry, answering phones, processing the mail
- Handling communications with clients and vendors via phone, email, and in-person
- Processing transactions, issuing checks, and updating ledgers, budgets
- Preparing financial reports
- Assisting with audits, fact checks, and resolving discrepancies
- Making Ejari Tenancy Contracts

Sales Executive (October 2017 - December 2017)

- Determine clients' needs and financial abilities to propose solutions that suit them
- Display and market real property to possible buyers
- Prepare necessary paperwork (contracts, leases, deeds, closing statements, etc.).
- Maintain and update listings of available properties
- Remain knowledgeable about real estate markets and best practices

REFERENCES

Available Upon Request