



# I V Y R O S E M A N A T A D

SEO SPECIALIST & CONTENT WRITER

PRC LICENSE #: 1670741

- Results-oriented SEO Specialist with 6+ years of experience in SEO and 1 year in PPC, driving organic traffic and improving search rankings.
- Expertise in SEO content writing, on-page optimization, and advanced SEO methods such as keyword clustering, LSI strategies, and competitor gap analysis.
- Experienced as an On-Page SEO Team Leader with proven ability to execute and manage the full SEO process.
- Skilled in content planning and formulating strategies, with added focus on CTR optimization, backlink acquisition, and PBN management.
- Knowledgeable in white-hat, grey-hat, and black-hat SEO techniques, including link-building automation, AI-generated content, cloaking, and behavioral signal optimization while mitigating compliance risks.
- Proficient in SEO tools like Ah refs, SEMrush, Majestic, ScrapeBox, and GSA, delivering measurable results in competitive industries including iGaming, online casinos, and sports betting.
- Creative, with strong critical thinking skills and a determination to perform at a high level.

✉ missivyrosemanatad@gmail.com

☎ 09268652331

📍 Davao City, Philippines

## Skills

- Works effectively as a leader and as a team member
- Time Management
- Able to manage multiple tasks well
- Graphics design
- Has a good Interpersonal skills
- Understand the target audience

## Education

### BACHELOR IN ELEMENTARY EDUCATION

Holy Cross of Davao College  
Davao City, Philippines

June 2011 - October 2017

## REFERENCE

### JEAN DIAZ PALABRICA

Jeanius SEO and DigitalMarketing Agency  
Email add: jeaniusseo@gmail.com Davao City, Philippines.

### DAILYN DILAG

Hughes Media Digital Marketing  
Email add: dilagdailyn07@gmail.com  
Gensan City, Philippines.

## Work Experience

### SEO SPECIALIST | SEO TL

#### A9 Unlimited Affiliate (iGaming)

##### Project: PH Market

September 2023 – September 2025

- Lead, manage, and mentor the SEO team to ensure smooth execution of all SEO initiatives.
- Oversee the end-to-end SEO process, from planning through execution to reporting.
- Formulate and implement SEO strategies for both landing pages and blog content to increase organic traffic and SERP rankings.
- Develop keyword strategies tailored to client goals, with a focus on the Gaming and e-lotto industry.
- Create and refine meta tags, alt tags, and structured data for improved indexing and CTR.
- Analyze performance using Google Search Console, Google Analytics, Ah refs, and SEMrush to identify trends and opportunities.
- Adjust strategies based on data-driven insights.
- Led the team to build topic clusters and hub/pillar pages to widen search coverage.
- Directed the link-building program with trusted sites and Web 2.0; approved use of aged domains and 301s when needed.
- Set and reviewed CTR tests (titles, descriptions, SERP features); rolled out the winning versions across pages.
- Monitored Google updates, ran risk reviews with the team, and executed our recovery playbook to minimize impact.
- Experienced operating across white-hat, grey-hat, and black-hat SEO environments; for e-lotto, enforced strict compliance and moderation standards with clear risk controls.

### GOOGLE ADS SPECIALIST

#### Jeanius Hub SEO and Digital Marketing Agency

##### Project: Dt Brett Leavers

Part-Time

October 2024 – May 2025

- Keyword Research
- Bid Strategy & Budget Management
- Conversion Tracking & Analytics
- A/B Testing
- Campaign Optimization
- Campaign Creation & Setup
- Reporting & Insights

## **GOOGLE ADS SPECIALIST / SEO TL** **Jeanius Hub SEO and Digital Marketing Agency** **Project: Michigan Rose Construction**

Part-Time

April 2024 – October 2024

- Keyword Research
- Bid Strategy & Budget Management
- Conversion Tracking & Analytics
- A/B Testing
- Campaign Optimization
- Campaign Creation & Setup
- Reporting & Insights
- Formulate and implement SEO strategies for both landing pages and blog content to increase organic traffic and SERP rankings.

## **SEO SPECIALIST/ CONTENT WRITER**

**Hughes Media Digital Agency**

Full-Time

March 2023 – January 2024

- Writing Off-site and On-site Articles for Clients
- Doing keyword research, and keyword strategy for clients
- Applied ethical SEO best practices
- Performing tasks such as content optimization, Meta tag creation, and alt tag creation
- Off-page Campaigns (Blog Commenting, Local Citation, WEB 2.0)

## **SEO SPECIALIST/ ON-PAGE SEO TEAM LEADER**

**A 1 Pest Control Canberra**

Part-time

May 2021 – July 2023

- Formulating SEO Strategies Create Contents/Articles
- Doing Keyword Research, and keyword strategy for clients  
Applied ethical SEO best practices
- Performing tasks such as content optimization, Meta tag creation, and alt tag creation.
- Off-page Optimization (Blog Commenting, Social Book Marking, WEB 2.0, and PDF Submission)
- Analyze data using Google Search Console, Google Analytics, Ubersuggest, and Semrush tools
- Creating Graphic Design
- Generating monthly reports

## **SEO SPECIALIST/ ON-PAGE SEO TL** **PHL63 Online Casino - PH Market**

Full-time

December 2022 – August 2023

- Lead, manage, and mentor the SEO team; oversee the full SEO process from planning to reporting.
- Formulate and execute SEO strategies for landing pages and blogs to lift organic traffic and SERP rankings.
- Build keyword strategies tailored to iGaming goals; apply keyword clustering, LSI, and competitor gap analysis.
- Create/refine meta tags, alt tags, and structured data to improve indexing, CTR, and rich results.
- Analyse performance in GSC, GA, Ahrefs, and Semrush; adjust roadmaps based on data-driven insights.
- Optimise on-page fundamentals: H1–H3 hierarchy, internal links, URL structure, canonicals, sitemaps, robots rules.
- Implement schema (FAQ, Article, Breadcrumb); improve crawlability and indexation.
- Improve Core Web Vitals (LCP, INP, CLS) via speed fixes and layout stabilisation.
- Build topic clusters and hub/pillar pages to expand semantic coverage and internal link flow.
- Direct link-building with trusted publishers and Web 2.0; leverage aged domains and selective 301s to pass equity.
- Run CTR experiments (titles, descriptions, SERP features); scale winning variants across pages.
- Monitor Google updates; conduct risk reviews; execute recovery playbooks to minimise disruption.
- Operate across white-hat, grey-hat, and black-hat contexts with strict risk controls and compliance checks.
- Past experience with cloaking and IP redirects (now focused on ethical geo-targeting/local SEO).
- Use expired domains and 301 strategies during migrations to preserve link equity.
- Tooling: Ahrefs, Semrush, Majestic, GSC, GA; plus legacy link ops with GSA Search Engine Ranker, Scrapebox, and Xrumer.

## **SEO SPECIALIST/ ON-PAGE SEO TEAM LEADER**

**Hobigames (India Casino Market)**

April 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.
- Applied cloaking, IP redirects, and affiliate funnel testing to improve conversions and target specific market.
- Designed and optimized affiliate landing pages modeled after top casino brands for affiliate link manipulation.

## SEO SPECIALIST

### Jeanius SEO and DigitalMarketing Agency

Account: a2b Transformation & Con Moto

Full-time

January 2022 – May 2022

- Doing Keyword Research, and keyword strategy for clients
- Applied ethical SEO best practices
- Performing tasks such as content optimization, Meta tag creation, and alt tag creation.
- Offpage Optimization (Blog Commenting, Social Bookmarking, WEB 2.0)
- Generating monthly reports

## SEO SPECIALIST

### Jeanius SEO and DigitalMarketing Agency

Account: Bullseye Method & Con Moto

Part-Time

January 2021 – December 2021

- Doing Keyword Research, and keyword strategy for clients
- Applied ethical SEO best practices
- Performing tasks such as content optimization, Meta tag creation, and alt tag creation.
- Offpage Optimization (Blog Commenting, Social Bookmarking, WEB 2.0, Business Listing)
- Generating monthly reports

## TEACHER

### Colegio de San Ignacio, Inc.

January 2018 – May 2021

- Teaching 1st Graders
- Formulating lesson plans Making PPTs
- Creating Exams and Quizzes
- Teaching Contents/Subjects Analyzing & Computing Grades
- Conferencing with the Guardians/Parents

## SEO SPECIALIST/ CONTENT WRITER

### Digimmi

Full-time

May 2021- October 2021

- Create Blog Contents
- Doing Keyword Research, and keyword strategy for clients
- Applied ethical SEO best practices
- Performing tasks such as content optimization, Meta tag creation, and alt tag creation.
- Offpage Optimization (Blog Commenting, Social Bookmarking, WEB 2.0)
- Generating monthly reports

## SEO SPECIALIST/CONTENT WRITER

### Jeanius SEO and Digital Marketing Agency

Account: Earth Cube Philippines,  
Rings and Bouquet

Part-Time

January 2019– December 2020

- Creating Blog Contents
- Doing Keyword Research, and keyword strategy for clients
- Applied ethical SEO best practices
- Performing tasks such as content optimization, Meta tag creation, and alt tag creation.
- Offpage Optimization (Blog Commenting, Social Bookmarking, WEB 2.0)
- Generating monthly reports