
Lovely-an Dela Cruz

On-Page SEO Specialist | SEO & Admin Support

Santa Josefa, Agusan del Sur, Philippines

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🏠 Available for remote work (Part-time / Full-time)

PROFILE SUMMARY

On-Page SEO Specialist with **3+ years of experience** supporting agencies and international clients. Strong expertise in **on-page optimization, WordPress SEO, and content optimization**, with supporting experience in **SEO content writing and SEO/admin support**. Worked across **real estate, iGaming, home improvement, and digital marketing education**.

CORE SKILLS

On-Page SEO, Metadata Optimization, Internal Linking, Content Optimization (Search Intent), Keyword Research, WordPress SEO (RankMath, Yoast SEO), SEO Content Writing & Editing, Website Content Management, SEO & Admin Support, Reporting & Documentation, Website Maintenance

TOOLS

WordPress, RankMath, Yoast SEO, Google Search Console, Google Analytics, Google Workspace, Sierra CRM & Website, Microsoft Teams, Trello, ClickUp, Slack, Zoho, Canva, Ideogram

EXPERIENCE

Real Estate Client, US Based - *Virtual Assistant / SEO Support*

OCTOBER 2025 - PRESENT

- Executed on-page SEO for service and location pages (metadata, internal linking, content structure)
- Uploaded and optimized content in Sierra Website
- Updated schema, page metadata, and on-page elements
- Managed website content, CRM updates, and basic admin tasks

A9 Digital Marketing, PH Market - *SEO Content Writer & Specialist*

JULY 2022 - FEBRUARY 2025

- Wrote and optimized SEO content aligned with search intent
- Performed on-page SEO for blogs and service pages
- Conducted keyword research and assisted with content planning
- Published and optimized content in WordPress

Find-A-Builder.com, UK Based - *SEO Content Writer*

JULY 2022 - DECEMBER 2022

- Wrote, edited, and proofread niche content
- Created monthly SEO reports
- Collaborated with developers and marketers on SEO initiatives

RaketPro.com, PH Market - *On-Page SEO Specialist*

FEBRUARY 2022 - JUNE 2022

- Conducted keyword research and created optimized blog content
- Wrote service pages and basic product descriptions
- Improved content rankings through on-page SEO strategies

EDUCATION

Philippine Normal University Mindanao - *Bachelor of Elementary Education*

JUNE 2011 - APRIL 2015

- ✓ Licensed Professional Teacher (*LET Passer – 2015*)

CERTIFICATIONS

- Ultimate SEO for Beginners – *RaketPro (2022)*
- Advanced SEO Training – *RaketPro (2022)*
- Social Media Marketing Course – *RaketPro (2022)*
- World of Search Conference Attendee – *WOSCon (2024)*
- EF SET English Certificate (C1 Advanced) – *2025*