



# Jessa Mae D. Bonifacio

SEO Specialist

## CONTACT

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## SKILLS

- On-page optimization
- Link building
- Google analytics
- Keyword research
- Writing and Editing
- Google search console
- SEO reporting
- Canva Editing

## QUALIFICATIONS

- Solid understanding of SEO basics such as keyword research, on-page optimization, technical SEO, and link building.
- Strong communication and teamwork skills.
- Proactive and eager to learn new SEO trends and best practices. Focused on achieving results and strategies.
- Works well with a team and contributes to shared goals.

## WORK HISTORY

6, 2025 - 9, 2025

### SEO Specialist - Australian Project

1stRank Media

- Wrote SEO-optimized blogs for Australian audiences, built contextual backlinks on .com.au sites, managed indexing tasks, and created Web 2.0 networks for off-page SEO success.

2024

### SEO Specialist Team Leader

1stRank Media

- Led and mentored a team of junior SEO Specialists, providing guidance and support on keyword research, on-page optimization, and SEO best practices.
- Developed and implemented comprehensive SEO strategies..
- Stayed abreast of the latest SEO trends and algorithm updates, ensuring the team's strategies remained effective.

2023 - 9, 2026

### SEO Virtual Assistant

A9Marketing

- Conducted basic keyword research using tools like Google Keyword Planner.
- Assisted in on-page optimization tasks, such as writing meta descriptions and optimizing image alt text.
- Gained experience in basic link building techniques, such as directory submissions and guest blogging.
- Learned to use basic SEO tools.

## TOOLS

- WordPress Ahrefs
- Google Search Console
- Chat GPT, Gemini, Copy AI, etc.
- Google Trends
- Google Analytics
- Google Keyword Planner
- Canva
- Grammarly

## EDUCATION

2018 - 2019

### Bachelor of Science: Information Technology

Sultan Kudarat State University - Isulan, Sultan Kudarat, Philippines