

RENZ A. REMEDIO

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1. WORK EXPERIENCE

SEO Specialist | WDR Aspen February 2023 – August 2025 *Aspen, Colorado, United States*

- Set up and manage Google Business Profiles, ensuring all information is accurate and up-to-date.
- Develop and implement strategies to improve local search engine rankings.
- Identify and target relevant local keywords and phrases.
- Produce or oversee the creation of local-focused content.
- Manage and respond to online reviews, and encourage satisfied customers to leave positive feedback.
- Ensure the business is listed accurately on various local directories and platforms.
- Track and analyze performance metrics to understand the effectiveness of local SEO efforts.
- Monitor local competitors and adjust strategies accordingly.
- Engage with customers through the Google Business Profile, answering questions and providing information.

SEO Specialist | Big Brain Digital Marketing September 2021 – February 2023 *Mandaue City, Philippines*

- Create location pages content brief.
- Conduct a comprehensive site audit.
- Create internal blog content brief.
- Generate and implement schema markup.
- Google Search Console error checking.
- Implement meta data information.
- Open indexation.
- Create a content brief for basic pages.
- Perform keyword research and keyword mapping.
- Fixing 404 error and redirects.
- Recommend changes for website architecture, content, internal linking to improve positions for target keywords

- Setting up Google Analytics, Google Search Console, and Google Tag Manager ▪
Checking errors using Semrush, Ahrefs, and Screaming Frog.

Correction Editor | Krutherford Corporation **July 2020 – September 2021**
Cebu City, Philippines

- Read content and correct for errors in manuscripts using the Chicago Manual of Style ▪
Interface with client coordinators regarding issues and requests from client authors ▪
Attend to client requests and make necessary changes in the manuscripts

Project Officer | Philippine Business for Social Progress | Oct 2019 – July 2020 *Cebu City, Philippines*

- Perform project development, monitoring, implementation and evaluation functions
- Conduct organizational assessment, implement and evaluate institutional building plan for proponents in assigned areas
- Assist the Senior Program Officer in formulation, implementation and evaluation of annual operating plans for projects in areas covered
- Conduct regular meetings with corporate entities to present PBSP and its programs for resource mobilization

Office Clerk | Cebu Normal University Registrar's Office | Jun 2017 – Nov 2017
Cebu City, Philippines

- Attend to the request of the students in printing their Transcript of Records
- Monitor the records of the students
- Assist the students during the enrollment period

2. EDUCATION

Certificate in Professional Culinary Arts | 3A Prime Hospitality | April 2021 – September 2021

Bachelor of Arts in Communication | Cebu Normal University | 2013 - 2017

- Student Assistant (Dean's Office)
- Student Athlete (Arnis)
- Interned at Sunstar Publishing, Inc.
- Interned at DYRC, Cebu

Secondary Education | Pope John XXIII Seminary | 2009 - 2013

- SSC President | Leadership Awardee | CAT Corps Commander | Choir Member

3. FORA ATTENDED

- Plagiarism in the Digital Age
- Broadcast and Print Industry Set-up: Guide for Upcoming Neophyte Media Workers
- Proficient with Microsoft Office tools
- Effective time management: Able to organize and commit to finishing tasks needed to meet deadlines
- Positive Attitude: Able to bring positive energy into the workplace
- Great interpersonal skills, team player and solution-oriented

5. Certificates

- Certificate of Completion - Technical SEO | Blue Array SEO
- SEO Fundamentals Exam | Semrush
- All White Hat SEO Basic Course
- Udemy SEO Training Course
- SEO Course E-Marketing Institute