

NANETTE MONTENEGRO

Sarangani Province, Philippines

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Professional Summary

Experienced SEO Specialist and Digital Marketer with a strong focus on improving search visibility, traffic, and conversions. Skilled in SEO strategy, content creation, link building, and GMB optimisation. Specialised in iGaming, Cleaning, Transport, and Investment niches. Proficient in Google Analytics, Search Console, SEMrush, and Facebook Ads. A data-driven professional with leadership experience and a passion for helping businesses grow online.

Core Qualifications and Expertise

- SEO Strategy & Execution
- Technical SEO & Site Architecture
- SEO Content Writing / Copywriting
- Link Building Strategy
- Local SEO & GMB Optimisation
- Google & Facebook Ads Management
- Team Leadership & Collaboration
- Performance Monitoring & Analytics

Work Experience

SEO Specialist & Digital Marketer

Unlimited Affiliate / iGaming

December 2022 – Feb 2025 | Remote

- Researched expired domains for SEO leverage (clean backlink profiles, low spam scores)
- Improved site structure for crawlability, internal linking, and UX
- Created SEO-optimised content aligned with user intent and Google's Helpful Content Guidelines
- Led a small SEO team, managed tasks, deadlines, and deliverables
- Developed and executed keyword strategies in competitive iGaming spaces

- Conducted technical SEO audits: fixed crawl errors, indexing issues, page speed problems
- Managed canonical tags, 301 redirects, and resolved 404 errors
- Disavowed toxic backlinks to maintain domain health
- Built white-hat backlink campaigns for authority growth
- Optimised landing pages to increase engagement and reduce bounce rates
- Planned affiliate content strategies, including reviews and bonus pages
- Implemented schema markup and metadata for better search visibility
- Tracked rankings, traffic, and conversions using GSC and Analytics
- Stayed updated on Google updates, iGaming trends, and AI tools
- Trained junior SEO specialists and collaborated with web developers

SEO Content Writer

Jeanius Hub

June 2021 – Jun 2023 | Remote

- Wrote blog posts, product descriptions, and landing pages using SEO best practices
- Made sure all writing matched the brand's style and spoke clearly to the target audience
- Found keywords to use in content by researching what people are searching for
- Used headings and links to help both users and search engines understand the content
- Added image descriptions (alt text) and resized images to help with SEO and page speed
- Checked for SEO errors and indexing issues using Google Search Console
- Updated older articles to improve their usefulness and Google rankings
- Looked at how content performed and made changes based on traffic and engagement
- Researched trending topics and reviewed competitor content for new ideas

Quality Control Inspector

Seatrade Canning Corporation

2013 – 2016 | Onsite – Philippines

- Monitor and enforce quality standards throughout the production line
- Inspect raw materials, in-process goods, and final products for compliance
- Document inspection results and report any deviations or defects
- Coordinate with production supervisors to correct issues and improve quality processes
- Maintain and update quality assurance logs and checklists
- Assist in training staff on quality control protocols and hygiene standards
- Ensure adherence to food safety and industry regulations
- Support continuous improvement efforts in quality control practices

Certifications

- Google Ads Search Certification (Coursera)
- Meta Advertising Certification
- Surfer SEO Content Optimisation Masterclass