



Mark Andrew Bernal

SEO Specialist / Senior Game Operations Specialist

ABOUT ME

Results-driven SEO Specialist with 5+ years of experience in search engine optimization, and content strategy. Demonstrated ability to increase organic traffic, boost SERP rankings, and grow website authority through white-hat SEO practices. Skilled in technical SEO, keyword research, backlink acquisition, and on-page optimization. Proficient in tools like Google Analytics, Search Console, Ahrefs, and SEMrush. Passionate about continuous learning, data-driven strategies, and performance optimization.

WORK EXPERIENCE

A9 DIGITAL | 2023 - JULY 2025

SEO Specialist

- Grew organic traffic through white-hat link building and outreach campaigns.
- Performed keyword research and competitor analysis using Ahrefs and SEMrush.
- Created and maintained SEO content calendars in line with client KPIs and goals.
- Collaborated with developers/designers to ensure mobile-friendly, fast-loading sites.
- Provided regular SEO performance reports to clients and stakeholders.

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SEO Specialist

- Built and maintained Private Blog Networks (PBNs) to strengthen backlink profiles and domain authority.
- Wrote SEO-friendly website content, blog posts, and landing pages tailored to user intent.
- Conducted technical audits to fix crawl issues, improve site speed, and resolve indexation problems.
- Used Google Search Console and Analytics to track rankings, traffic, and user engagement.
- Optimized meta tags, URLs, and internal links for better crawlability and UX.

SKILLS

ONPAGE SEO
OFFPAGE SEO
Basic computer literacy skills
Organizational skills
Strategic planning and scheduling skills
Time-management skills
Verbal and written communication skills
RMT Specialist
Accounts and Technical Services

LANGUAGE

ENGLISH
FILIPINO

EDUCATION

BINANGONAN CATHOLIC COLLEGE
High School Diploma
POLYTECHNIC UNIVERSTIY OF THE PHILIPPINES
BSECE Undergraduate



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ADDITIONAL WORK EXPERIENCE

GAMEOPS INC.

Senior Game Operations Specialist (July 2021-July 2023)

- Manage and Instruct agents to ensure high quality game operations services.
- Creates knowledge base for new and current agents so they will be able to process task in uniform and coordinate with other teams to maintain quality work.

PROMETHEUS ONLINE SERVICES

Game Operations Specialist

- Connected with players to address questions and resolve issues through Zendesk.
- Supported Player's questions and issues by gathering data, analyzing needs, evaluating possible resolutions and implementing best solutions.

CERTIFICATES

- *THE ULTIMATE SEO TRAINING 2025 + SEO FOR WORDPRESS WEBSITE*
- *WORLD OF SEARCH SEO CONFERENCE 2024*
- *THE COMPLETE FULL STACK WEB DEVELOPMENT BOOTCAMP*

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Binangonan, Rizal

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