



Wilfredo C. Dordas Jr.

Objectives

To further enhance my skills, knowledge and capabilities in the working environment with best of my abilities thru professionalism and integrity.

Contact

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Education

2010–2014
Mindanao Polytechnic College

2005–2009
Bambad National High School

1995– 2005
Kudanding Elementary School

Reference

Concentrix Supervisor
Jose Enrico Bongay
09608672601
Cecilia Tomines
09190630517

Work Experience

AUGUST, 2024 - Present

SEO SPECIALIST Team Leader

A9 Company

- Collaborated with other department leaders to establish shared goals and ensure alignment across teams.
- Mentored junior staff members, helping them develop their leadership potential and advance in their careers.
- Developed team members skills through targeted coaching sessions, resulting in improved individual performance.
- Enhanced team productivity by implementing efficient work processes and regularly reviewing performance metrics.
- Provided ongoing support to direct reports, addressing concerns or questions promptly so they could remain focused on their tasks.

APRIL, 2021 - Present

SEO SPECIALIST

- Optimized local SEO by claiming business listings across relevant platforms (Google Business Profile, Bing Places, Yelp) and incorporating geo-targeted keywords to drive foot traffic to brick-and-mortar locations.
- Enhanced website rankings through effective on-page and off-page SEO strategies, including link-building, technical audits, and content optimization.
- Conducted comprehensive keyword research for targeted content creation using tools such as Google Keyword Planner, SEMrush, and Ahrefs.
- Recommended and implemented improvements to website architecture, metadata, internal linking, and content structure to boost SEO performance for target keywords.
- Collaborated with development and marketing teams to integrate SEO best practices into the company's web development methodology.

- Researched and implemented search engine optimization recommendations, aligning strategies with Google algorithm updates and industry trends.
- Created and executed content strategies for digital media to improve visibility, engagement, and conversion rates.
- Monitored performance metrics using Google Analytics, Search Console, and Data Studio, making strategic adjustments to maximize results.
- Investigated and resolved critical SEO-related technical issues such as crawl errors, page speed, and mobile usability to ensure optimal site health.