



# DARRZEN BOLAÑOS

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## SUMMARY

Results-driven SEO Specialist and Digital Marketing Professional with 3 years of proven expertise in driving organic traffic growth, improving search rankings, and implementing comprehensive digital marketing strategies. Demonstrated success in enhancing online visibility for service-based businesses, e-commerce platforms, and niche markets through data-driven SEO campaigns and content optimization. Combines technical SEO knowledge with creative problem-solving to deliver measurable results and build lasting client partnerships.

## WORK EXPERIENCE

<b>SEO Specialist/ Local SEO</b>	<b>2023-2025</b>
<ul style="list-style-type: none"><li>Optimize local search presence by managing Google Business Profile (GBP), local citations, on-page SEO, and local link-building to improve rankings, drive traffic, and increase conversions.</li><li>Analyze and enhance performance using GA4, GSC, Ahrefs, and SEMrush, track keyword rankings, monitor reviews, and implement strategies to boost local visibility and reputation.</li></ul>	
<b>Technical SEO Consultant</b>	<b>2023-2024</b>
<ul style="list-style-type: none"><li>Conduct backlink analysis using tools like Ahrefs, SEMrush, Moz, or Majestic to assess competitor strategies.</li><li>Identify high-quality link-building opportunities such as guest posts, business directories, niche forums, and editorial links.</li></ul>	
<b>SEO Specialist/ Content Writer</b>	<b>2022-2024</b>
<ul style="list-style-type: none"><li>Conduct keyword research and enhance on-page elements like meta tags, headers, and descriptions for better search rankings.</li><li>Ensure accurate and consistent business information across online directories to improve local SEO visibility.</li></ul>	
<b>Customer Experience Associate II</b>	<b>2022 - 2023</b>
<ul style="list-style-type: none"><li>Assist customers via chat, resolving inquiries and troubleshooting issues.</li><li>Gather customer feedback and share insights with the team to improve products, services, or processes.</li><li>Manage customer orders, track deliveries, and ensure timely follow-up on pending or unresolved requests.</li></ul>	
<b>Graphic Designer</b>	<b>2021 - 2022</b>
<ul style="list-style-type: none"><li>Create visually appealing designs based on client or project requirements for branding, marketing, and digital media.</li><li>Develop layouts for websites, social media, brochures, and other promotional materials using design tools like Adobe Creative Suite.</li></ul>	

## EDUCATION

<b>Bachelor of Science in Aeronautical Engineering</b>	<b>2024</b>
WCC Aeronautical and Technological College	
<b>Senior High School</b>	<b>2020</b>
Rogationist College - Silang, Cavite	
<b>Junior High School</b>	<b>2018</b>
Amadeo National High School	

## TOOLS PROFICIENCY

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- SEMrush
- Ahrefs
- Screaming frog
- Google Suites
- Adobe Photoshop
- Canva
- Figma
- GA4
- Google Search Console
- Rank Math
- Yoast
- Wordpress
- Wix
- Webflow

## ADDITIONAL INFORMATION

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- **Technical Skills:** Automation, Technical writing, Graphic Design, Marketing, Expertise in Google Suite, Microsoft Office, CAD Softwares, Adobe Photoshop
- **Languages:** English, Filipino
- **Certifications:** National Certificate II in Technical Drafting (Structural), In-depth SEO Specialization, Communication Skills Training (C2 level)
- **Awards/Activities:** Metals and Engineering Week 2021: 3D Modeling, Canopy Innovative System Training: Bridging The Gap