



ZEUS KINO T. SALCEDO



OBJECTIVE

To be part of an organisation where working must be challenging and creative, and the environment is cooperative, so I could make a significant contribution, sharpen my skills and tap into my potential in whatever field I am assigned to.

SKILLS AND SOFTWARE

SEO Analysis / Website Analysis / Internet Marketing: 9/10

- On-page – 8 years
- SEMRUSH – 8 years
- AHREFS – 8 years
- Google Analytics – 8 years
- Keyword Planner – 8 years
- Off-page – 8 years

Blogging/WEB 2.0: 9/10

- BlogSpot – 8 years
- Weebly – 8 years
- WordPress – 8 years
- Tumblr – 8 years
- Wix – 8 years

Video Editing/Video Marketing: 8/10

- POWTOON – 8 years
- SPARKOL – 8 years
- VIDEO FX – 8 years
- ANIMOTO – 8 years
- Windows Movie Maker – 9 years

WORK EXPERIENCE

Position: Personal Assistant / Social Media Administrative Assistant

Company: Angel Property Ltd.

Dates: March 2018 - January 2019

- Handle a team that optimises clients' websites so they can achieve their business goals
- Perform keyword research in coordination with client business objectives to optimise existing content and uncover new opportunities
- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages
- Provide recommendations and execute strategies for content development in coordination with SEO goals – general and keyword specific
- Administer search engine programs (XML sitemaps, shopping feeds, webmaster tools) for purposes of diagnostic reporting on client projects
- Help to create and support marketing content to socialise and use for social media purposes (e.g. customer videos briefs, customer case studies, blog posts, posts from analysts and customers)
- Implement link building campaigns in coordination with client SEO goals
- Assist in development and execution of communication/content strategies via social communities in coordination with SEO goals
- Keep pace with SEO, search engine, social media and internet marketing industry trends and developments
- Research and administer social media tools in support of clients' social media strategy
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals
- Monitor and evaluate search results and search performance across the major search channels
- Communication with team and management on project development, timelines, and results
- Work closely with the other team members to meet client goals

Position: SEO Analysis and Social Media Specialist

Company: Urban Zoo Umbrella

Dates: September 2017 - March 2018

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- Monitor and evaluate search results and search performance across the major search channels
- Communication with team and management on project development, timelines, and results
- Work closely with the other team members to meet client goals

Position: SEO Analysis - SEM Personnel, Link Builder, Social Media Specialist

Company: Stella Novus

Dates: April 2017 - August 2017

- Design, build and populate websites using your extensive knowledge of WordPress
- Plan and execute all websites, SEO/SEM, marketing database, email, social media and display advertising campaigns
- Manage and refine AdWords, Google Shopping, remarketing and content portals
- Create Copy for eDM's, landing pages, ads, blog posts, SEM ads, Social content
- Plan implement and deliver customer communications
- Utilise a range of communication channels as part of the campaign delivery, in particular Direct Marketing and Digital Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Brainstorm new and creative growth strategies
- Plan, execute, and measure marketing campaigns and conversion tests

Position: SEO Analysis - SEM Personnel, Link Builder and Social Media Specialist (Virtual Assistant)

Company: ARDOR Outsourcing CO.

Dates: November 2016 - March 2017

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Position: SEO Analysis - SEM Personnel, Link Builder and Social Media Specialist (Virtual Assistant)

Company: WME Group

Dates: May 2016 - October 2016

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Position: SEO Analysis - SEM Personnel, Link Builder and Social Media Specialist (Virtual Assistant)

Company: Alchemy Tuition

Dates: October 2015 - May 2016

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Position: SEO Analysis - SEM Personnel, Link Builder and Social Media Specialist (Virtual Assistant)

Company: Escort online base in Australia

Dates: November 2014 - October 2015

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Position: SEO-SEM Personnel / Social Media Specialist (Virtual Assistant)
Company: Just Simply Outsourcing Worldwide (JSOW)
Dates: October 2012 - November 2014

- Design, build and populate websites using your extensive knowledge of WordPress
- Plan and execute all websites, SEO/SEM, marketing database, email, social media and display advertising campaigns
- Manage and refine AdWords, Google Shopping, remarketing and content portals
- Create Copy for eDM's, landing pages, ads, blog posts, SEM ads, Social content
- Plan implement and deliver customer communications

Position: New Options Worldwide (NOW)
Company: Link Builder / Social Media Personnel (Virtual Assistant)
Dates: April 2011 - October 2012

- Responsible for improving the company's organic search results
- Create and launch SEO campaigns
- Identify areas of improvement
- Run PPC campaigns, and attempt to improve the clients' sites' rankings in major search engines

Position: Virtual Assistant
Company: 611 Global Services
Dates: October 2010 - April 2011

- Product Sourcing
- Basic Customer Service
- Data Entry
- Customer Service
- Email Management
- General Administrative Tasks

EDUCATION

Bachelor of Science Hospitality Management Major in Hotel and Restaurant Management
Davao Doctors College
Tertiary Education

Rizal Memorial College
Secondary Education

Holy Child School of Davao
Primary Education

TRAINING

Trends in Marketing Sales

When: July 2008

Where: Davao Doctors College Campus, AVR

PAL Job/Career Opportunities

When: August 21, 2008

Where: Davao Doctors College

Social Media Party Guide

When: July 8, 2011

Where: NOW Outsourcing Services HQ

Search Engine Optimization Training Course

When: May 23, 2013

Where: JSOW Conference Hall, Juna Subd. Matina Davao City

PERSONAL PROFILE

Date of Birth : November 7, 1986

Age : 32 yrs. old

Civil Status : Single

Sex : Male

Citizenship : Filipino