Charles Jhon Padagas

SEO Specialist & WordPress Development

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Professional Summary

Local SEO Specialist with a proven track record in driving organic traffic and improving search engine rankings. Proficient in creating SEO-optimized content. Experience includes roles in copywriting, SEO management, and contributions to web development projects.

Skills

✓ GBP Optimization	✓ Creating Responsive Design	✓ Content Strategy and Planning
✓ SEO-Optimized Writing	✓ Website Security Enhancement	✓ Website Maintenance & Update
✓ Team Leadership	✓ SEO Technical Analysis	

Experience

SEO Specialist
Freelancing
01/20 – Present

- Executed comprehensive Local SEO strategies involving on-page/off-page optimization, technical analysis, and keyword research.

- Conducted thorough SEO research, tracked keywords, analyzed website traffic, and monitored competitors for actionable insights.

- Proficient in on-page SEO tactics, ensuring optimized website content, meta tags, and site structure to improve search engine visibility and user experience.

Copywriting
Freelancing
02/2021 – 01/2022

- Created SEO-optimized content, ensuring high-quality writing, editing, and proofreading for various platforms.

- Conducted research and fact-checking to create compelling content aligned with clients' needs and objectives.

- Contributed to content strategy and planning, aligning with SEO objectives and maximizing online visibility.

SEO Manager
Freelancing
01/2022 - 06/2022

- Led SEO initiatives, overseeing a team in executing strategies to elevate organic traffic & search engine rankings.

- Analyzed data, derived insights, and developed strategies to improve website performance and user experience.

- Implemented new tools and strategies, optimizing workflow efficiency and enhancing analytical capabilities.

WordPress Development
Freelancing
12/2022 - Present

- Creating and designing websites, ensuring responsive and user-friendly interfaces.

- Managing regular maintenance, updates, and optimizations to ensure website functionality.

- Implementing responsive design principles for enhanced user experiences across devices.

- Conducting performance optimizations to improve website speed and overall functionality.

Education

Business Industrial Management
Technological University of the Philippines   Manila, Metro Manila