

Efryll Carmelo

SEO Project Manager

Profile

I am a results-driven Project Manager with extensive experience leading diverse teams in web development, design, account management, and SEO. Thriving in fast-paced environments that value collaboration and creativity. I consistently deliver high-quality projects on time and within budget. I leverage data-driven insights to track project performance and make informed decisions for project success.

EXPERIENCE SUMMARY

SEO Specialist & Manager - 11 Years

Project Management - 6 Years

Web Design & Development - 7 Years

Social Media Marketing - 3 Years

Pay-per-click (PPC) - 1 Year

Work Experience

July 2022 - January 2024
My Biz Niche | Phoenix, AZ

Web Project Manager

Leading cross-functional teams, I manage the entire website project, from strategic planning to launch, ensuring alignment with business objectives and customer needs. Collaborating with developers, designers and SEO specialists, I define product roadmaps and conduct market research to inform strategy and positioning. We drive continuous product optimization, while maintaining relationships with key stakeholders. I stay updated on industry trends and advocate for customer needs throughout the development lifecycle, with a focus on integrating SEO strategies.

2016 - 2020

iConcept Contact Solutions | Ortigas, Philippines

Digital Marketing Supervisor

Leading a dedicated team of web developers, designers, content writers, and SEO experts, I have successfully spearheaded the creation of websites from initial concept to final delivery. By fostering a collaborative and motivated work environment, I encourage creativity, innovation, and efficiency, ensuring the timely and successful completion of projects while maintaining the highest standards of quality and SEO performance.



Contact

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Leganes, Iloilo City Philippines

Education

- **West Visayas State University**
Bachelor of Science in Information Management
Completed in 2009
- **Phoenix One Knowledge Solutions**
Certified Project Manager (CPM)
Issued in 2019

Skills

- Project Management
- Digital Marketing
- Search Engine Optimization
- Search Engine Marketing
- Communication Skills
- Social Media Management
- Employee Relations
- Web Development & Design

Awards

Oct 2019 | iConcept Contact Solutions
Employee of the Year

May 2017 & 2018 | ICCS
Loyalty Award

Tools & Systems

Project management

 monday.com

 Basecamp

 Trello

 teamwork.

 ClickUp

SEO Tools

 SEMRUSH

 Screamingfrog

 ahrefs

 MarketMuse

 LongTailPro

 MOZ

 SURFER

 PageOptimizer

 contentpace

 mailchimp

 AWeber

 BuzzStream

 yoast

 AIOSEO

 RankMath

 Google Search Console

 Google Analytics

 Google Trends

 Google Keyword Planner

 Google PageSpeed Insights

 BrightLocal

CMS

 WORDPRESS

 shopify

 WOO COMMERCE

 Framer

Work Experience

2019 - Present - *Project based*

Innovation Exchange | US & Canada

Senior Product & Project Manager, SEO Specialist

Staying updated on industry trends, technologies, and best practices in WordPress and digital products, I integrate the latest advancements into project management strategies and SEO techniques. As an advocate for customers and users, I ensure their needs are prioritized throughout the product development lifecycle, focusing on user satisfaction. This involves effective project management practices for smooth coordination and delivery. Additionally, I emphasize SEO management to optimize projects for search engine visibility, boosting organic traffic and performance.

January 2013 - March 2019

Genesis Net Development | US

WordPress Developer & SEO Specialist

Combining extensive expertise in WordPress development, theme customization, and maintenance with a strong technical proficiency in HTML, CSS, JavaScript, and PHP, I excel in creating tailored solutions to meet diverse client needs. My adept project management skills enable me to effectively coordinate cross-functional teams, manage multiple projects, and consistently meet deadlines. Furthermore, I bring specialized knowledge in e-commerce solutions, particularly with WooCommerce, alongside a keen focus on SEO optimization techniques. With a holistic approach to website maintenance, security, and performance optimization, I ensure optimal functionality and user experience while driving SEO performance.

2011 - 2017

Business Training Team - Myrtle Beach, NC USA

Project Manager | SEO & Web Developer

Architect, implement and manage web-based applications, databases, and interfaces from initial architecture through development, test, and deployment. Develop and deploy web applications and client-side web interface components that interact with database management systems. Assist and collaborate with other staff on technical matters. Monitor uptime, hosting, and databases to ensure the site is performing at maximum capacity.

2010

D'Linkers SEO Services | Philippines

Link Builder

Analyzing various niches and verticals. Scrutinizing clients' websites and identifying linkable assets. Developing custom strategies and tactics (based on analysis) for maximum efficiency.

2009 - 2010

Teletech & Teleflora | Philippines

Customer Service Representative

Dedicated Customer Service Representative with a proven track record of delivering exceptional service and support to clients. Skilled in resolving customer issues, answering inquiries, and providing information to ensure a positive customer experience. Manage inquiries and maintain accurate records. Able to work effectively in a fast-paced environment while maintaining a positive and professional demeanor. Committed to continuous learning and improvement to stay up-to-date with industry developments and best practices.