

Farlyn Lucas

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PROFILE

10+ years of experience in SEO and currently building up my experience in paid advertising.

SKILLS

SEO

Content Optimization

Google Analytics

Google Search Console

Google Ads

Ahrefs, SEMRush

Screaming Frog

CMS (Wordpress, Wix)

Elementor

Canva

CERTIFICATIONS

Search & Display Google Ads

LinkedIn Learning Technical SEO

Codecademy UI & UX Design

Codecademy Responsive Design

EDUCATION

Master's in Innovation and Tourism Marketing

Cebu Universidad Catolica San Antonio de Murcia

November 2024 - September 2025

Bachelor of Science in Information Technology

Cebu Institute of Technology - University

March 2008 - 2012

WORK EXPERIENCE

DIGITAL MARKETING MANAGER

Dweeso Digital Marketing

Jul 2022 - Present

- **SEO & Content Strategy**
 - Manage daily operations within link building team
 - Perform technical SEO audits and site analyses
 - Create strategy for content optimization and management
 - Create content briefs
 - Perform extensive keyword research
 - Implement on-page SEO recommendations on Wordpress
 - Reporting and creation of slideshow presentations
- **Paid Advertising**
 - Manage and optimize campaigns on Google Ads
 - Create account management reports
 - Make ad and bid adjustments based on AM reports
 - Craft ad copies
 - Perform keyword research

ON-PAGE SEO & WEBSITE ADMINISTRATOR

Getting Married in Denmark

Dec 2021 - Sep 2024

- **On-page SEO:**
 - Metadata
 - Internal linking
 - Content optimization
 - URL and image optimization
- **Technical SEO:**
 - Implement 3xx redirects
 - Schema markup
- Keyword research and analysis

SEO OUTREACH SPECIALIST

RipeConcepts Inc.

Apr 2021 - Jan 2022

- Create link building strategy based on SEO goals
- Conduct outreach link building using Pitchbox
- Manually research and assess quality prospects
- Track link successes and create reports
- Utilize SEO tools such as Ahrefs, SEMRush to scale outreach efforts

SEO SPECIALIST

Vohra Wound Physicians

Dec 2019 - Mar 2021

- Develop and implement SEO strategies
- Train team members in link prospecting and outreach
- Manage outreach link-building via Pitchbox
- Conduct digital marketing analysis and keyword research
- Research and vet quality link prospects using SEO tools

SEO SPECIALIST

CoDev Global Inc.

Jul 2013 - Dec 2019

- Train team members in link prospecting and outreach strategies
- Create link-building strategies aligned with SEO goals
- Perform outreach link-building using Pitchbox
- Leverage SEO tools like Ahrefs and SEMRush to enhance outreach efforts
- Conduct digital marketing analysis and keyword research
- Build local citations and submitted sites to MOZ Local
- Create and schedule social media posts using HootSuite