

Jherieca Ann C. Halal

SEO Specialist | Website Developer | Copywriter | Virtual Assistant

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Baguio City, Philippines

Professional Summary

Freelance SEO specialist, persuasive copywriter, and web developer dedicated to helping service-based brands thrive online. I combine data-driven SEO strategies, compelling copy, and conversion-focused design to boost visibility, trust, and sales. With a sharp eye for detail and a heart for collaboration, I don't just complete tasks – I build digital experiences that connect, convert, and grow with your brand.

Professional Experience

SEO Specialist & Web developer Project based - Present	Improved organic search traffic by 65% through targeted SEO campaigns and content optimization. Implemented conversion-focused design strategies that helped clients boost online sales and lead generation by up to 45% Optimized website performance and UX, cutting bounce rates by 35% and increasing average session time.
Freelance Copywriter Project Based & Personal Projects - Present	Crafted persuasive and benefit-led copy for various digital platforms, including landing pages, email campaigns, and website content. Focused on writing that connects, builds trust, and drives action through clear messaging, emotional appeal, and strong calls to action.
Local Seo Multiple Companies in the US June 2024 - January 2025	Implemented local SEO strategies for multiple companies across the US, optimizing content and website performance to increase local search visibility. Helped businesses improve rankings, attract local customers, and boost online presence in competitive markets.
Government Grant Writer Confidential Non-profit organization November 2023 – July 2024	Wrote persuasive grant proposals to secure funding, aligning narratives with organizational goals and increasing approval rates. Collaborated with teams to effectively communicate project impact and boost support.
Tech Support Netflix - Remote January 2021 – February 2023	Provided top-tier customer service and technical support to Netflix subscribers, resolving streaming and account issues. Achieved a 98% satisfaction rate through effective troubleshooting and improved service processes, reducing response times by 30%.

Education

Bachelor of Science in Nursing University of the Cordilleras – Baguio City, Philippines	Graduated with a solid foundation in nursing principles, patient care, and medical practices, developing strong critical thinking, assessment, and management skills in healthcare settings. Gained hands-on experience in various clinical environments, focusing on patient management, risk assessment, and urgent care.
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Skills

- SEO & Content Strategy
- Copywriting
- Email Marketing
- Market Research
- Social Media Marketing
- Website Development
- Optimization
- Client Communication
- Data Analysis

Certification

- Data Entry Certification – ProVA
- Executive Assistant Certification – ProVA
- Facebook Ads Management Certification – ProVA
- General Virtual Assistant Certification – ProVA
- Lead Generation Certification – ProVA
- Medical Virtual Assistant Certification – ProVA
- Real Estate Virtual Assistant Certification – ProVA
- Search Engine Optimization (SEO) Certification – ProVA
- Shopify eCommerce & Dropshipping Certification – ProVA
- Social Media Management (SMM) Certification – ProVA