

Jhaice Bernard Talavera

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SUMMARY

Results-driven SEO Specialist with 4+ years of experience improving website visibility, organic traffic, and keyword rankings across real estate, healthcare, and digital marketing industries. Skilled in Google Analytics, Google Search Console, Semrush, WordPress, and Ahrefs to track performance and drive data-informed strategies. Adept at technical SEO, on-page optimization, keyword research, and content strategy to achieve measurable results.

WORK EXPERIENCE

SEO Strategist, NKP Medical Marketing Inc.

June 2024 - Present

- Manage SEO campaigns for healthcare clients, improving keyword rankings and leads
- Conduct audits using Google Analytics & Search Console to identify growth opportunities.
- Collaborate with teams to implement SEO best practices and report monthly metrics
- Recommended optimized Meta Titles, Meta Descriptions, Heading Tags, and internal linking opportunities to enhance website relevance, user experience, and organic search performance.

SEO Specialist, August99 Inc.

March 2023 - May 2024

- Planned and executed on-page and off-page SEO strategies to boost visibility.
- Increased organic traffic via keyword optimization and content gap analysis
- Performed technical SEO audits and implemented structured data improvements.
- Conducted comprehensive competitor analysis to identify keyword gaps, content opportunities, and backlink strategies, guiding data-driven SEO improvements.

Senior SEO Specialist, Optimal Online Marketing Inc.

February 2021 – March 2023

- Conducted keyword research, competitor analysis, and link-building for Businesses in Singapore.
- Used Google Search Console to monitor indexing and fix crawl issues.
- Created monthly & daily reports and achieved 40% click growth in 3 months
- Conducted comprehensive competitor analysis to identify keyword gaps, content opportunities, and backlink strategies, guiding data-driven SEO improvements.

SKILLS

SEO Tools: Google Analytics, Google Search Console, Google Adwords, Semrush, Ahrefs, Screaming Frog, WordPress, ChatGPT

Core Expertise: Keyword Research, On-Page Optimization, Technical SEO, Link Building, Local SEO, SEO Reporting, Competitor Analysis

Other Skills: Project Management, Critical Thinking, Analytical Thinking, Communication, Time Management, Google Sheets, Google Docs

EDUCATION

Bachelor of Science in Computer Engineering

June 2015 - September 2021

STI College Ortigas-Cainta

TRAININGS

PinoySEO Onpage and Offpage SEO Training

December 2023

<https://pinoyseo.ph/>

CHARACTER REFERENCE

Philip Bartolome, SEO Consultant

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Hernan Deniega, Senior SEO Specialist

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