



## Contact

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## Address

59 Villa Barbara Pasay City

## Education

2017

BS Information Technology

Our Lady of Fatima University

## Skill Summary

- Keyword Research
- On-Page Optimization
- Off-Page Optimization
- Technical SEO (GSC, Ahrefs, Screaming Frog)
- Analytics
- Web Development
- Google Ads (Display, Pmax, Youtube Ads)
- Meta Ads

## Certificate

- Completed SEO Course (On Page and Off Page SEO)
- Complete Content and Copy Writing Training
- Google Analytics Certification
- SEO Certification, MOZ

# Edd Kevin C. Badilla

## SEO Specialist

Over five years of experience as an SEO Specialist with a strong focus on keyword research, on-page and off-page SEO, and technical optimization using tools like Google Search Console and Ahrefs. Skilled in analyzing data to improve website performance and running paid ads on Google and Meta platforms. Always eager to learn and help businesses grow online.

## Experience

### 2017 – 2021 (Data Entry Associate/Quality Control)

#### DCPI I 2nd floor tara bldg 389 senator gil puyat bel air Makati

The data entry analyst ensures accurate data, fixes errors, and collaborates with the team. They also monitor compliance with standards and check the quality of information entered by coordinators to maintain the data system.

### 2021 – 2023 (SEO Specialist)

As an SEO Specialist, I optimize websites both on-page and off-page. Through strategic content and link-building tactics, I enhance visibility and drive organic traffic. With a keen eye on industry trends, I deliver measurable results for our clients' online presence.

### 2023 (SEO/Copywriter – Black Spot Studio Ph)

#### 10th floor unit 1009 The Infinity Tower Condo , BGC, Taguig City

Experienced Copywriter proficient in WordPress and RankMath optimization. Skilled in creating engaging, SEO-friendly content for websites, blogs, and social media. Strong research, editing, and collaboration abilities. Committed to delivering captivating digital experiences and achieving results.

### 2023 – 2024 (SEO Specialist)

#### One Wheels Condo. Pasay City

As an SEO Specialist, I optimize websites both on-page and off-page. Through strategic content and link-building, I boost visibility and drive traffic. Staying current with trends, I deliver results for our clients' online presence.

### 2024 – 2025 (Sr. SEO Specialist)

#### Pasig City

As an SEO Specialist, I focus on keyword research, on-page optimization, technical SEO, and analytics to improve website performance. By using data-driven strategies, I help increase visibility and drive traffic to websites while keeping up with SEO trends.

## Awards

### Complete Attendace (2018)

Data Entry Associate/Analyst  
Datascope Communications (Phils) Inc

### Top Performer Award (2021)

Data Entry Associate/Analyst  
Datascope Communications (Phils) Inc

### Lead Team Awards (2025)

Sr. Seo Specialist  
AGC Power Holdings Corp

## Reference

### Alfred Decena

Senior SEO Manager

Phone: 09294113812  
Email: adecena80@gmail.com

### Nicko Tadifa

SEO Manager

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Email: afidatnicko@gmail.com