



Edd Kevin C. Badilla

SEO AEO GEO EXPERT

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. Proven track record in optimizing content for GEO (Generative Engine Optimization) and AEO (Answer Engine Optimization) to ensure brand visibility across AI search engines and voice assistants. Skilled in analyzing data to improve website performance, always eager to learn, and dedicated to helping businesses grow online.

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
- Answer Engine Optimization
- Generative Engine 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

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 (BlackHat Strategy))

One Wheels Condo. Pasay City

As an SEO Specialist, I use advanced blackhat strategies to push sites to the top – from aggressive link-building to rapid on-page manipulation. I exploit algorithm gaps, boost rankings fast, and keep clients ahead in competitive niches.

2024 - 2025 (Sr. SEO GEO AEO 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 (2018-2020)

Data Entry Associate/Analyst
Datascop Communications (Phils) Inc

Top Performer Award (2021)

Data Entry Associate/Analyst
Datascop Communications (Phils) Inc

Lead Team Awards (2025)

Sr. Seo Specialist
AGC Power Holdings Corp

Reference

Alfred Decena

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Nicko Tadifa

SEO Manager

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