

# Maleo Gregorios

SEO & Marketing  
SPECIALIST

Personal Contact Information



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## OBJECTIVES

- ✓ Be hired as a Full-time / in-house employee of your company
- ✓ Innovate & maximize the business offline and online visibility.
- ✓ Be part of your team and help your business growth and innovation.
- ✓ Increase sales and generate new leads for your business.
- ✓ Improve your company's credibility and online reputation.
- ✓ Improve the current standard operating procedures of the company.
- ✓ Consistent learning to improve my skill-sets and knowledge to be able to meet your company's online objectives and goals.
- ✓ Implement / share SEO & SEM strategies (personal case studies & documentation) to generate good results for your company/projects.

## EDUCATION

### University of San Agustin

2008-2010

BS in Computer Engineering (Unfinished Degree)

### Western Institute of Technology

2010-2011

BS in Information Technology (Unfinished Degree)

*Decided not to finish this degree to pursue my SEO & SEM Specialist career.*

## EXPERIENCE

### NTSI - NATIONAL TRAFFIC SAFETY INSTITUTE

[www.ntsi.com](http://www.ntsi.com) 2015 - 2016

Search Engine Marketing Expert, managed the adwords campaign for their online defensive driving course

### eWay Corp - Des Moines, IA

[www.ewaycorp.com](http://www.ewaycorp.com) 2014-2016

SEO Specialist who manages all SEO projects for 2 years.  
Done For You Domain Authority Stacking

[dfyd.com](http://dfyd.com) July 2015 - Nov 2015

Handles all SEO & SEM projects and manage the company's man power. Spearheading the innovation of the company's SEO & SEM services.

### SEO TRAVERSE CITY

[SEOTraverseCity.com](http://SEOTraverseCity.com) July 2015 - Nov 23, 2015

Web Development tasks with full on-site optimization implementation.

### Ecommerce SEO & Marketing | Alison & Ivy Online Store

[www.alisonandivy.com](http://www.alisonandivy.com) (project basis year 2014)

Handles products / on-site optimization, SEO competitive research and analysis and developed the search engine marketing strategy.

## Content Manager / SEO | Project Assistant, LLC

[www.projectassistant.org](http://www.projectassistant.org) 10-1-2011 to 3-15-2013

Project Assistant is a company that builds up other companies with business in a box package. The company's services are search engine optimization, social media marketing, mobile marketing, email marketing, web development and data solutions for ecommerce sites.

- I was responsible for all SEO projects and manage content development team for Search Engine Optimization and Marketing projects.
- Content Manager – Manages all content in
- SEO Manager – Manages all search engine optimization task for the company's client and website.
- Data Analyst – For client's SugarCRM and Magento store

[www.hawaiidiscout.com/](http://www.hawaiidiscout.com/) Year 2014

Traveling company that offers Tours and Activities in Hawaii. This company generates minimum of \$20,000 - \$40,000 dollars daily through Organic traffic, Pay Per Click and Telemarketing.

- PPC Manager – Manages all the PPC campaign
- SEO Specialist – Analyzed and Implemented the On-site SEO strategies

## SKILLS

### Search Engine Optimization

- ✓ Advance SEO Competitive Research and Analysis
  - Competitive Keyword Research
  - Competitive On-site Audit Research
  - Keyword Refinement Research
  - Initial SEO Diagnosis Report Analysis
  - Accurate SEO / SEM Strategy Build-up
- ✓ Advance and up-to-date Search Engine Optimization strategy implementation.
  - On-site Optimization
    - Domain Development Map Optimization
      - Meta Data Optimization
      - Taxonomy Optimization
      - Content Optimization
    - CMS Optimization
      - WordPress (HIGH LEVEL)

- Drupal (AVERAGE)
- Magento (AVERAGE)
- Prestashop (AVERAGE)
- KENTICO (POOR)
- Snippet Optimization (Schema.org Standards)
- E-commerce On-site Optimization
  - Products Data Optimization & Management
- Google Analytics SEO & Marketing Data Metrics Tracking Custom Configuration.
  - Goal Conversion Tracking
  - A/B Testing Landing Page Optimization & Marketing
  - Events / User Behavior Tracking
- Google Webmaster Tools Implementation
- Bing Webmaster Tools Implementation.
- o Off-site Optimization (Basic & Advance off-site efforts)
  - Citation Optimization / Build-up (LOCAL SEO)
  - Link Building & Content Driven Marketing
    - Social Media Marketing
    - Guest Posting
    - Submissions
  - Content Curation
  - Web 2.0 Development & Optimization
  - Media Base Marketing & Optimization
    - Infographics Promotion
    - Video Promotion
    - Audio Submissions
    - PDF Submissions
    - Images/Photo Social Promotion & Submissions
  - E-commerce SEO & Marketing
    - Product Data Management
    - Product Data Optimization
    - Product Listings (Niche & Major Shopping Sites)

## **Search Engine Marketing**

- ✓ Paid Search Marketing Campaign Management
  - o Analysis
  - o Strategy Build-up
  - o On-going campaign management
- ✓ E-mail Marketing Campaign Management
  - o Analysis
  - o Strategy Build-up
  - o On-going campaign management
- ✓ Landing Page Marketing Campaign Management
  - o A/B Testing Analysis

- o Strategy Build-up
- o On-going campaign management
- ✓ E-commerce Products Marketing Campaign Management
  - o Products data management
  - o Product Listings
  - o On-going campaign management
- ✓ Social Media Marketing Campaign Management

### **SEO Tools & Platform**

- ✓ Google Analytics
- ✓ Google Adwords
- ✓ Google Drive
- ✓ Google Webmaster Tools
- ✓ Bing Webmaster Tools
- ✓ WordPress SEO Plug-ins
  - o Yoast
  - o Raventools
- ✓ Raventools
- ✓ MOZ
- ✓ YEXT
- ✓ Whitespark
- ✓ Synup
- ✓ Hootsuite

### **Basic Web Development**

- ✓ WordPress
- ✓ Magento
- ✓ Drupal