

Vincent Degamo

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<https://readomination.com/>

Summary

Boasting 8 years of experience, achieved mastery in On-page, Technical, and Local SEO, consistently delivering exceptional results to clients.

Excels in on-page optimization, content optimization, technical website audits, and local listing management, optimizing clients' online presence and driving growth.

Developed and implemented highly effective content strategies, resulting in the increase of organic traffic for numerous clients

Effectively managed SEO teams, trained junior staff, and fostered a collaborative environment to drive growth and success.

Experience



Search Engine Optimization Specialist

Safety Training Seminars

Jan 2022 - Present (2 years 2 months)



Search Engine Optimization Specialist

4 Starters Marketing

Feb 2021 - Mar 2022 (1 year 2 months)

- Optimized the blogs
- Performed keyword and content research for onboarding clients
- Optimized clients' website for speed and performance
- Performed SEO audits
- Fixed issues found on the SEO audit reports

Search Engine Optimization Specialist

Ticode SRL

May 2021 - Nov 2021 (7 months)

- Performed technical audits
- Fixed issues found on the audit reports
- Optimized meta descriptions and title tags on more than 400 pages
- Optimized the website structures by adding proper internal links
- Mentored junior staff to perform on-page SEO



Search Engine Optimization Specialist

Currier Marketing

Feb 2021 - Aug 2021 (7 months)

- Redesigned e-commerce website: <https://www.rbarmsusa.com/>

- Wrote content for clients' service area pages
- Created monthly delivery templates or reports for clients using Google Data Studio
- Created process workflow for Off-page SEO
- Optimized websites on a monthly basis
- Performed Google Cloud Links for clients



SEO Team Lead

MedSpecialized, Inc.

Jan 2019 - Feb 2021 (2 years 2 months)

- Mentor junior staff to manage their projects and day-to-day SEO activities
- Create SEO process workflow and monthly deliverables templates
- Revamp SEO delivery templates and work to find efficiencies within day-to-day SEO activities
- Create and implement SEO strategies in line with business objectives
- Create, brief and implement on-page recommendations that are in line with key lead generation objectives
- Work with the marketing team to continue to grow presence in the search engine results pages
- Work with the development team to ensure SEO best practices are properly implemented
- Prepare and execute link building strategies
- Analyze keywords and SEO techniques used by competitors
- Keeping updated on both white hat and black hat SEO strategies to stay within search engine guidelines
- Prioritize and develop relevant, effective and engaging content.
- Provide insight into link building techniques
- Manage Adword campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies
- Optimize copy and landing pages for search engine marketing after conducting in-depth keyword research



SEO Consultant

MedSpecialized, Inc.

Sep 2018 - Jan 2019 (5 months)

- Collaborate with internal and external resources to develop comprehensive SEO strategies
- Collaborate with the Marketing Manager, Developers, and Content Writers to develop and execute on-page content strategies
- Identify and work with IT to resolve technical issues that adversely impact organic search
- Collaborate with copywriters and webmaster(s), both internal and external, to optimize page copy and landing pages for organic search
- Monitor and report on rankings and organic search goals
- Determine the best tools, sources, and metrics needed to accurately track SEO performance
- Compile and present SEO guidelines



SEO Specialist II

Proweaver, Inc.

May 2017 - Jan 2018 (9 months)

- Mentor junior staff to manage their projects and day-to-day SEO activities
- Review the team activities for quality assurance
- Create and implement SEO strategies in line with business objectives

- Work with the marketing team to continue to grow presence in the search engine results pages
- Work with the development team to ensure SEO best practices are properly implemented
- Prepare and execute link building strategies
- Analyze keywords and SEO techniques used by competitors
- Keeping updated on both white hat and black hat SEO strategies to stay within search engine guidelines



SEO Specialist

Proweaver, Inc.

Nov 2016 - May 2017 (7 months)

- Define most important social media KPIs (Key Performance Indicators)
- Manage and oversee social media content
- Measure the success of every social media campaign
- Stay up to date with latest social media best practices and technologies
- Used social media marketing tools such as Buffer
- Work with copywriters and designers to ensure content is informative and appealing
- Monitor SEO and user engagement and suggest content optimization
- Communicate with industry professionals and “influencers” via social media to create a strong network
- Train other in the team
- Provide constructive feedback
- Build and execute social media strategy through competitive research, platform determination, -b benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of company’s social content
- Moderate all user-generated content in line with the moderation policy for each community
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with other departments (customer relations, sales etc) to manage reputation, identify key players and coordinate actions

Junior SEO Specialist

Creation, Reinvention, and Marketing Management Consultancy Corp.

Aug 2016 - Oct 2016 (3 months)

Education

Asian College of Technology - Cebu

Bachelor's Degree, Information Technology

2012 - 2016

Licenses & Certifications



SEMrush SEO Toolkit Exam - Semrush

#cf824e647344953



Content Marketing and SEO Fundamentals Exam - Semrush

#0f15bc0872605f4



Technical SEO Exam - Semrush

#b7f9389b73eefb0



Google Analytics Individual Qualification - Google

78347140



SEO Fundamentals Exam - Semrush

#489463c84a29a1b

Skills

Search Engine Optimization (SEO) • Google Analytics • WordPress • HTML • Shopify • Elementor

Honors & Awards

Academic Excellence

Mar 2016