

Jerrielyn Mendiola

DIGITAL MARKETING | GHL SPECIALIST

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PROFESSIONAL SUMMARY

Results-driven SEO and Digital Marketing Specialist with proven expertise in Google Business Profile optimization, local SEO, and online reputation management. Skilled in leveraging advanced tools such as SEMrush, BrightLocal, Local Falcon, and Omega Indexer to improve search visibility, rankings, and business growth. Experienced in GoHighLevel (GHL) automation, funnel building, and CRM management, creating streamlined workflows that enhance lead generation and customer engagement. Strong background in content writing, link building, and technical SEO, with a focus on delivering measurable results for multi-location businesses and diverse industries. Adept at adapting to Google algorithm updates and implementing innovative strategies to drive traffic, boost conversions, and strengthen brand presence.

PROFESSIONAL EXPERIENCE

SEO Technician | August 2023 - Present

Purely Digital Marketing

- Regularly update and optimize the GMB profile for clients.
- Ensure accurate business information, including hours of operation, contact details, and business categories.
- Utilize Local Brand Manager to monitor and manage local citations and business listings.
- Implement strategies to improve local search visibility and consistency across online platforms.
- Set up and manage automated workflows using Zapier to streamline SEO tasks.
- Utilize Omega Indexer to ensure efficient and timely indexing of web pages.
- Leverage BrightLocal for local SEO insights, tracking local keyword rankings, and monitoring local search performance.
- Generate and analyze reports to identify opportunities for improvement in local search optimization.
- Created and managed Web 2.0 properties to build high-quality backlinks and enhance online presence.
- Develop and publish SEO-optimized blog posts for clients.
- Provide insights into website performance, keyword rankings, and the effectiveness of implemented strategies.
- Implement on-page SEO best practices, including optimizing title tags, meta descriptions, header tags, and URL structures.
- Ensure website content is structured for both users and search engines.

Google Business Profile Specialist | July 2025 - Present

Rare Blue Moon

- Optimized Google Business Profiles to increase local search rankings and drive foot traffic.
- Maintained accurate NAP details and improved online visibility for multi-location businesses.
- Responded to customer reviews, strengthening brand reputation and customer trust.
- Published Google Posts and uploaded media content to improve engagement.
- Monitored GBP Insights to track performance and identify growth opportunities.
- Resolved duplicate listings and managed profile verifications.
- Applied keyword research and category optimization for higher local rankings.
- Collaborated with teams to integrate GBP with overall marketing strategies.
- Improved review generation strategies, increasing positive customer feedback.
- Adapted to Google's feature updates and algorithm changes to maintain top performance.

GMB Business Reviewer | October 2023 - February 2024

Gas & Plumbing Australia Pty. Ltd

- Write genuine and positive reviews for businesses listed on Google My Business.
- Follow Google's review guidelines and policies while writing reviews.
- Maintain professionalism and integrity in all reviews.
- Ensure reviews are detailed, informative, and helpful to potential customers.
- Help businesses build credibility and attract more customers through positive reviews.
- Stay updated with the latest trends and changes in Google My Business review policies.
- Foster a sense of trust and reliability in the reviews to benefit both businesses and consumers.

Guest Post Writer | February 2023 - Present

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- Adhere to deadlines for content submission, revision, and publication.
- Coordinate with the editorial team to ensure timely and smooth publication.
- Communicate effectively with the SEO team to understand specific SEO goals and strategies.
- Collaborate on content optimization and keyword incorporation to achieve desired outcomes.
- Optimize the content for search engines by following on-page SEO best practices. Use headers, meta descriptions, and other elements to enhance the post's discoverability.
- Encourage audience engagement by crafting content that sparks interest and invites discussion.

SEO Specialist | February 2023 - January 2024

Empire Movers & Storage

- Regularly update and optimize GMB profiles for clients.
- Ensure accurate business information, including hours of operation, contact details, and business categories.
- Implement GMB posting strategies to engage with the local audience and improve visibility.
- Develop and execute effective link-building strategies to increase the authority and credibility of client websites.
- Acquire high-quality backlinks from relevant and authoritative websites.
- Conduct outreach campaigns to identify and secure guest posting opportunities on reputable websites.
- Utilize Local Falcon to monitor local search rankings and assess the geographical impact of SEO efforts.
- Leverage SEMrush for comprehensive keyword research to identify relevant and high-traffic keywords.
- Analyze competitors' backlink profiles using SEMrush to inform and enhance link-building strategies.
- Conduct thorough competitor analysis to identify link-building opportunities and gaps in the market.
- Stay informed about competitors' strategies to adapt and improve SEO efforts.
- Develop high-quality, SEO-optimized content for guest posts that align with the target websites' audience and guidelines.
- Incorporate relevant keywords and backlinks naturally within the content.

Content Writer | September 2022 - August 2023

Sylaba Translations

- Create high-quality, engaging content that aligns with SEO best practices
- Collaborate with SEO and marketing teams to develop integrated content and SEO strategies
- Maintain and update Google My Business listings to optimize local search visibility.
- Implement effective on-page optimization techniques, including meta title and description optimization.

SEO Specialist | December 2020 - February 2023

Full Deck Agency

- Develop and maintain websites with a focus on SEO best practices
- Optimize on-page content, including meta tags, headings, and URLs
- Develop and implement effective link building strategies to improve website authority and ranking

Blog Writer | May 2023 - August 2023

The Kitchen Van

- Create engaging and informative blog posts for various topics.
- Publish blog posts using WordPress, ensuring proper formatting, readability, and SEO optimization.
- Incorporate geotagged images into blog posts and provide descriptive alt text for accessibility and SEO purposes.
- Utilize SEO plugins like Rank Math and Yoast SEO to optimize blog posts for search engines and improve visibility.
- Conduct thorough research on the assigned topics to provide accurate and valuable content for the target audience.

SKILLS

- Google Business Profile (GMB/GBP) Optimization
- Local SEO & Citation Management
- On-Page & Off-Page SEO
- Keyword Research & Competitor Analysis
- Review & Reputation Management
- Link Building & Backlink Strategy
- Content Writing & SEO Blogging
- WordPress Optimization (Rank Math, Yoast SEO)
- SEO Tools: SEMrush, BrightLocal, Local Falcon
- Workflow Automation (Zapier, GoHighLevel)
- Funnel Building & CRM Management (GHL)
- Email & SMS Marketing Automation (GHL)
- Indexing & Technical SEO (Omega Indexer)
- Performance Tracking & Reporting

EDUCATION

BS Computer Science | 1998

AMA Computer College