



Results-driven SEO Specialist with proven experience in boosting search rankings, increasing organic traffic, and enhancing online visibility through data-driven strategies and up-to-date optimization techniques.

Also skilled as a Virtual Assistant and Video Editor, providing efficient administrative support and creating engaging content for platforms like YouTube, TikTok, and Instagram to boost brand presence and productivity.

SKILLS

- SEO Audit & Strategy Development
- On-Page SEO
- Off-Page SEO
- Technical SEO Optimization
- Virtual Assistant
- Video Editing
- Graphic Design

TOOLS

- Semrush / Ahrefs / Ubersuggest
- Wordpress / Elementor
- Google Analytics
- Google Search Console
- Screaming Frog
- Yoast / AIO SEO
- Capcut / Adobe Premiere Pro
- Canva
- Social Media Platform

CONTACT

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Jackielyn Baricuatro

Virtual Assistant | SEO Specialist |
Video Editor

EXPERIENCE

SEO Specialist

Anique Digital Innovators | Apr 2025 – Present

- Redesign the website using Wordpress Elementor
- Conducted keyword research and on-page optimization, improving organic search ranking.
- Set up GMBP

SEO Specialist | Video Editor | Graphic Design

Jmax Media | Feb 2025 – Present

- Editing Reels and Shorts for Social Media
- Create Graphics for Social Media Post
- Perform Off- page SEO
- Do Website Audit

Virtual Assistant | Video Editor

Bada Organization LLC | Mar 2023 – Present

- Editing Long Videos for YouTube Channel
- Creating Reels and Shorts for Social Media
- Handle Social Media Accounts
- Do Admin Task

SEO Specialist | Video Editor

Bellspurr | Aug 2024 – April 2025

- Increased website traffic through SEO Strategy
- Redesign Website using WordPress Elementor
- Optimize On-page & Technical SEO
- Create Videos for Social Media
- Scheduling Post using Zoho

Off - Page SEO

HT | Jul 2019 – Jul 2022

- Perform link-building and outreach campaigns.
- Negotiate for Guest Posting and Link Insertion.
- Finding prospect high-quality websites.
- Creating Link Buiding Strategy

CERTIFICATIONS

- Search Engine Optimization Certificate