

JOSHUA NUÑEZ

SEO Specialist & Content Strategist

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PROFESSIONAL SUMMARY

SEO specialist with 2+ years managing organic growth for 20+ clients in different industries. Started doing hands-on content work and evolved into strategy, competitive analysis, and helping junior team members. I'm focused on finding real search opportunities and fixing technical SEO issues that actually move the needle for clients. Open to positions where I can bring both deep SEO knowledge and experience working directly with clients and teams.

PROFESSIONAL EXPERIENCE

SEO Specialist & SEO Lead

OPTICON.PH

March 2024 - Present

- Built SEO strategies for 20+ accounts by doing keyword research, analyzing what searchers actually want, and benchmarking against competitors. I pick high-impact pages to prioritize based on search volume and business goals.
- Designed repeatable page structures and internal linking systems across multiple accounts, connecting pages to reinforce each other in search rather than optimizing in isolation.
- Ran website audits to find technical issues, on-page problems, and site structure gaps. Fixed indexation bugs, rebuilt internal linking, and refreshed underperforming pages using GA4 and Google Search Console.
- Mentored 1-3 team members on optimization quality, keyword intent, and how to communicate with clients about what needs fixing and why.
- Managed weekly production across all accounts: 12 landing pages, 12 articles, and 6 page re-optimizations. Tracked it all in a custom production board to keep everyone on schedule.

Independent SEO Consultant

Self-Employed

April 2026 - Present

- Handle full SEO consulting for independent clients. Keyword research, competitive analysis, implementation, and ongoing monitoring through GA4 and Google Search Console. Adjust strategy based on what the data actually shows.
- Create SEO roadmaps that align with what clients care about. Explain findings in plain language so they get what needs to happen and why it matters to their business.

CORE COMPETENCIES

SEO Strategy, Keyword Research & Intent Analysis, On-Page Optimization, Technical SEO, Content Strategy, Content Architecture, Page Structure Design, Competitive Analysis, Local SEO, Internal Linking, Google Search Console & GA4, Content Optimization, Email Marketing, WordPress & Elementor, Yoast SEO & Rank Math

TOOLS & PLATFORMS

Ahrefs, SEMrush, SurferSEO, Clearscope, WordPress, Elementor, Yoast SEO, Rank Math, Google Search Console, Google Analytics 4, Canva, Sendible, Excel & Google Sheets

CERTIFICATIONS

- Local SEO Essentials with Semrush, Semrush Academy (2025)
- Content Optimization Expert, Surfer Academy (2025)

EDUCATION

Daraga Community College

Bachelor of Physical Education (BPEd)

2022