

## Eden Lloyd Bulagao

Senior Digital Marketing/SEO Specialist,  
Online Advertising , Social Media Management



E-mail: lordzden.10@gmail.com

### Owned Websites:

- My Blog: <https://asknoypi.com/>
- Directory: <https://premium-web-directory.com/>

Current Address: Dumaguete City, Negros Oriental, PH  
Skype ID: rahstame (*Skype Name: Baloydi Lloyd*)

## Career Objective

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- Have a career that will enhance and develop my skills in the field of information and communication technology.
- Share my skills in digital marketing and business development

## Personal Data

Sex	: Male
Age	: 29
Year of Birth	: July 10, 1991
Religion	: Roman Catholic Civil
Status	: Single
Citizenship	: Filipino

## Education

- 2008 - 2012      **Bachelor of Science in Information Technology**

## Certifications

- Passer (Philippine Information Technology General Certification Exam (PHIL-IT GCE))
- SAP Business One Certificate
- Comcast SIK Certification
- Advance Search Engine Optimization Strategies - UCDavis
- Certificate of Completion - UNICEF and Frontier Technology: How to apply the rigor of venture capital to the needs of UNICEF

## Conference/Training

- Software Engineering Seminar (2010)
- Team Building: Participant (2010)
- Job Basic Entry Skills Training: Participant (2010)
- SAP Business One – Fasttrack (2011)
- Developers Connect Dumaguete (2012)
- 4<sup>th</sup> NEGROS ORIENTAL ICT STUDENT CONGRESS (2012)
- NEDA Seminar

## Project/Thesis

- Red Cross Dumaguete Blood Donors Record System
- T-Express: Metro Dumaguete's Real-time Mobile Tracking System

## Employment

- **Director of Marketing (work from home)**
  - Precision Security Australia
  - Manages all aspects of SEO / Social Media Management / Adwords
  - Creates various digital marketing strategies
  - Hire writers to create content for the website
  - 2017 to April 2021
- **SEO Leader (home-based)**
  - D6 Marketing
  - Based in Dallas, Texas
  - Search Engine Optimization
  - Search Engine Marketing
  - Performed local SEO for DFW area
  - Content Marketing Strategist
  - September 2016 – March 2017

- **Sr. SEO Specialist**
  - Philwebservices Inc.
  - A. C. Cortes, Barangay Alang-Alang, Mandaue City, Cebu
  - SEO Team Management, Adwords PPC, Technical SEO, Local SEO, Social Media, Reputation Management, Conversion Tracking, Content Strategist
  - June 2015 – March 18, 2016
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- **Technical Support and Customer Service Specialist**
  - Qualfon Dumaguete–Net10 Account
  - Dumaguete Negros Oriental
  - November 2014 to April 30, 2015
  
- **SEO Supervisor / Digital Marketer / Developer**
  - Jinisys Software Inc., Cebu Holdings Center, Cardinal Rosales Ave, Cebu City
  - Above Infranet Solutions Inc. (sister company)
  - Manage Freelancers in Odesk
  - Coordinates with the front-end developer for better user experience
  - Traffic analysis and visitor conversion
  - Search Engine Optimization Specialist
  - Search Engine Marketing
  - Junior Android Developer - Android Application Development for
    - Restaurant Mobile Order Taker
  - May 2013 to September 2014
  
- **Business Development Executive**
  - Trimorph Corporation, Keppel Tower - Cebu Business Park
  - April 2013 (Part-time Job)
  
- **Contact Center  
CSR/ Technical Support Specialist**
  - Convergys Cebu 8th, 9th & 10th Flr TGU Tower J. Del Mar Ave. Corner Salinas Dr. Cebu IT Park, Apas  
(September 10, 2012 – March 29, 2013)

## Freelance / Part-time:

- **Digital Marketing Specialist**
  - Federal Home Buyers
  - Creates strategies to improve rankings
  - Manages blog content
  - 2018 - 2019
  
- **Digital Marketing Consultant and SEO Executor**

- 411 BPO Locals - WiPro Building, Ayala Business Park, Cebu City - International company with offices in the US and UK
- Evaluate the current online competitors
- Suggest domain name to use and decide the website structure
- Create websites using WordPress
- Perform all SEO tasks
- 4hrs/day – (Mon to Fri) (March 20, 2016 – June 21, 2016)
  
- **Social Media Advertising Manager**
  - Copenhagen Residences–Apartele
  - A. C. Cortes, Mandaue City, Cebu
  - Manages the Facebook advertising account that primarily aims to increase the hotel booking
  - One on one interaction with the hotel manager on how to improve social media presence
  - 1hr/ Month - (October 2015 to March 2016)
- **SEO Consultant and Digital Marketing Executor**
  - Jinisys Software, Above Infranet and Pilates Fit Cebu
  - Mabolo, Cebu City
  - Manages the overall digital marketing needs for these 3 companies
  - Evaluate and execute the strategies I've created for the various online needs for these companies.
  - 3hrs/weekend (January 2016 – March 2016)
  
- **Other Freelance SEO**
  - I've been doing SEO since 2008 and I have served many companies with their online marketing needs

## Internship/Working Student

- **Documentation Assistant / Developer**
  - **NCR Corporation**
  - Asia Town IT Park, Apas, Cebu City 6000
  
- **Product Documentation OJT**
  - **GIZ Taxation**, Dumaguete City, Negros Oriental
  
- **Computer Technician Assistant**
  - **College of Computer Studies Hardware Center**, Dumaguete City 6200, Negros Oriental

## **Summary of qualifications**

- 🎬 Good in oral and written English; fluent in Cebuano and Filipino; Knowledge in database management systems, operating system, networking, data structures, computer organization and software engineering
  
- 🎬 Knowledge in Microsoft office tools, Adobe Photoshop, Adobe Flash and Adobe Premiere Pro
  
- 🎬 Background programming skills in Android Mobile Programming, PHP, HTML, Java SE, JAVA EE, C, C++, C# language, Visual Basic 2008, Visual Studio 2010, Search Engine Specialist, Blogger
  
- 🎬 High sense of customer service, expert in Digital Marketing and reputation management
  
- 🎬 Other skills: SEO writing, Off Page and Onpage optimization, Wordpress, website keyword and competition analysis

## **Extra-Curricular Activities / Organizations**

- Men's Glee Club (2009)
- College Chess Player, University Intramurals (2<sup>nd</sup> semester 2010-2011)
- Mary Immaculate Choristers
- Knights of Columbus