



Joy Salcedo

Digital Marketing Specialist

CONTACT



joysalcedo66@gmail.com



joyonlineservice.com



+639663016254



Pagadian City, Zamboanga del Sur, Philippines

SKILLS

SEO SPECIALIST

SOCIAL MEDIA MANAGEMENT

PHOTO EDITING

VIDEO EDITING

WordPress Development

Tools

SemRush
Google keywords planner
Screaming Frog
Analytics GA4
Google Search Console
WordPress
WebFlow
Shopify
Wix
Canva
Filmora
Photoshop
Capcut
Go High Level
SEO Extension Tools
Hubspot
Social Media Platforms

"I am a versatile professional with a passion for digital marketing. My expertise lies in WordPress Development, Search Engine Optimization (SEO), Graphic Design, and Social Media Management (SMM). I am adept at optimizing websites to improve visibility and drive organic traffic by leveraging my understanding of search engine algorithms. As a skilled graphic designer, I bring creativity and visual flair to my projects, ensuring a compelling and cohesive brand presence. Additionally, I excel in crafting engaging content and implementing strategies to foster online community growth through Social Media Management. I am committed to staying updated with digital trends and dedicated to delivering impactful results across WordPress Development, SEO, graphic design, and social media."

EDUCATION

JH CERILLES STATE COLLEGE

COURSE: BACHELOR OF SCIENCE IN
INFORMATION TECHNOLOGY (BSIT) -
GRADUATED 2017

EXPERIENCE

CALL CENTER AGENT 2019- 2021

Job Role: Non - Voice Account

The company account is fund raising we are handling clients to be able give an donation of funding organization base in the United States.

HAIR REFRESH ASIA 2021 - 2022

Job Role: IT STAFF/GRAPHIC DESIGNER - Marketing Dept.

The company is an marketing of hair care products that base in Philippines an one of the most competitive market in terms of salon's products. My job is I am the responsible of the marketing strategies like ads, promotional videos, banners, branding, logo, flyers an the ecommerce platform management at the same time I Am the Technical Staff of Technology use by the office.

411 LOCALS 2023 - 2024

Job Role: SEO SPECIALIST - Advertising Dept.

As an SEO specialist, my primary task is to conduct comprehensive keyword research to identify strategic terms that align with the client's business goals. I meticulously analyze website structures and content to optimize them for search engines, implementing on-page SEO techniques to enhance relevance and improve organic search rankings. Additionally, I stay abreast of search engine algorithms, trends, and industry best practices, continuously adapting strategies to ensure sustained visibility and competitiveness in the dynamic digital landscape.

Currently Freelancing - Present

Services Offer: Digital Marketing

Currently I am doing freelancing my services offered for digital marketing, SEO Services, WordPress Development, Graphic Design, Video Editing, Email Marketing, Google Ads, Facebook Ads.