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Work experience

PROJECT MANAGER | BUZZ PANDA DIGITAL | 2021 - PRESENT

- Coordinate and oversee all SEO efforts to ensure success of each client's related campaigns.

SEO SPECIALIST | 8020 ENDURANCE | 2021

- Plan and implement SEO strategies to boost online presence and target the right audience through organic search.

ADMIN VIRTUAL ASSISTANT | LIVINGWISE PSYCHOLOGIST | 2019 - PRESENT

- Provides marketing admin assistance such as blog and email management, graphics editing and creation in Canva, managing newsletter and automation, and other administrative support.

DIGITAL MARKETING SPECIALIST | FORWARD SEO UK | 2018 - 2021

- Responsible for data gathering upon the start of the client's contract and perform on page and off page SEO activities which includes Keyword, article and competitor research and planning, page optimization, and building links niche related links for the company's clients.

SEO TRAINER | ONLINEJOBS.PH | 2020

- Created a full SEO beginner course that will serve as a training course for the employers' virtual assistants.

FREELANCE E-COMMERCE ASSISTANT | NORSE FOUNDRY | 2017-2018

- Updating and posting listings, inventory numbers and sales report and other data entry tasks through Shopify.

EDM & PROMOTIONS COORDINATOR (HOME BASED) | LUXO LIVING AU | 2017-2018

- Responsible for the preparation, development, and implementation of digital promotions to increase product and company's presence in internet by sending email campaigns, creating Facebook ads, coordinating with affiliates and other digital promotions activities.

FREELANCE VIRTUAL ASSISTANT | UNO ACE, LLC | 2017

- Research products that are good to sell.
- Conduct competitors' research
- Come up with titles to make it good performing products on eBay.

SALES COORDINATOR (INTERN) | MANULIFE | 2014 - 2015

- Provided administrative tasks to Sales Agents daily by assisting in creation of customized insurance programs for clients, monitoring clients' daily transaction and preparing data for presentation material needed by the Business Unit.

Skills & Abilities

SKILLS

On-page

- Keyword Research and Keyword Mapping
- Content Research and Content Planning
- Writing compelling Title and Meta Description
- Image Optimization
- Internal and External Linking structure planning
- Schema Markup
- Full Site Audit (Onpage and Technical Site Audit)

Off-page

- Link Building
- Backlink Audit

- Outreach
- Competitor Analysis
- Link Disavow
- Social Media posting for Social Media Signals.

WORK RELATED TOOLS THAT I'M FAMILIAR WITH

- MS Office (Excel, Word, Powerpoint, Outlook, One note & Visio)
- GSuite (Sheet, Docs, Presentation)
- Email marketing: Infusionsoft, Emarsys
- Business Facebook
- Wordpress SEO plugin: Yoast and Rankmath
- Google Tools: Search Console, Analytics
- Bing Webmaster Tools
- Other SEO tools: Serped, Ahref, Moz, SEMRush, SEOptimizer, Screamingfrog, Nightwatch, Mangools, SE Ranking, Majestic
- Product outreach: Commission Factory
- Photo editing: Adobe Photoshop, Lightroom & Canva
- CMS: Wordpress, Yell, Shopify and Wix

SOFT SKILLS

- Keen to details and well organized
- Social Perceptiveness
- Equally effective working independently and in cooperation with others.
- Critical Observation
- Multi-tasking
- Time-management
- Active Learning

Trainings and Seminars

TRAINING & SHORT COURSES

- White Hat SEO Fundamentals – November 16, 2020 (All White Hat SEO)
- Certified Customer Acquisition Specialist – April 10, 2020 (Digital Marketer)
- Certified Search Marketing Specialist – April 05, 2020 (Digital Marketer)
- Certified Social Media Marketing Specialist – April 01, 2020 (Digital Marketer)

SEMINARS

- Digital Marketing Summit Asia 2017 – Apr. 24-28, 2017 (c/o Digital Marketing Summit Pte Ltd)
- Online Marketing Fundamentals – Mar. 23, 2017 (eMarketing Institute)
- Changing the Mindset: Marketing in the 21st Century – Sept. 5, 2014 (San Beda College Alabang)
- Next Big Thing: Trendsetter Marketing – July 25, 2013 (Strategic Marketing Conference for Students)

Education

COLLEGE EDUCATION

- SAN BEDA COLLEGE UNIVERSITY (Alabang, Muntinlupa PH); SY 2011-2015
- BS Business Administration Major in Marketing Management
- Achievements:
 - Dean's Annual Honor Roll
 - Rank 15.5 with CGPA 1.3000 – 4th year (SY 2014-2015)
 - Dean's List Awardee
 - Rank 49.5 with GPA 1.4000 – 4th year (1st Semester, SY 2014-2015)
 - Rank 7.5 with GPA 1.2000 – 4th year (2nd Semester, SY 2014-2015)