Adrielle Rivera

SEO Specialist | Local SEO | Digital Marketing

mr.adriellerivera@gmail.com | *Philippines* | *upwork.com/freelancers/adrielle* | *adriellerivera.pinoy-seos.com*

SEO and Digital Marketing professional with 3 years of experience in SEO, local SEO, link building, keyword research, on-page optimization, and content optimization. Experienced with Screaming Frog, Google Search Console, Google Analytics, Semrush, Ahrefs, and Ubersuggest. Also experienced in community management, content creation, and website optimization.

WORK EXPERIENCE

SEO Link Builder | Community Manager

International Drivers Association **Dec 2023 – Mar 2025**

Managed community engagement and **SEO link-building** across Facebook, Instagram, YouTube, Reddit, and Quora, including **prospect research, personalized outreach, backlink qualification, and placement tracking**; researched **1,943 prospects**, sent **296 outreach emails**, and secured **6 published link placements** using **Ahrefs and Semrush**.

SEO Specialist Intern

PinoySEO.ph **August 3 - September 23, 2026**

Conducted **SEO audits** and implemented **technical, on-page, off-page, and GEO strategies for websites,** including Flower Bar Cebu and a personal SEO portfolio site. Optimized website content and page elements, performed **keyword research**, built **local citations**, and optimized a **Google Business Profile** to improve search visibility across traditional and AI-powered search.

Local SEO Assistant | Content Creator | Freelance

KazaamSEO **December 2025 - Present**

Managed SEO for a dental-services client, supporting **on-page and local SEO optimization**, content creation, and **YouTube development**. Created 3-minute YouTube tutorials, helped develop AI-related content and resources, and supported the growth of the AI Mastery YouTube channel.

Community Manager | Podcast Manager | Social Media & Graphic Design | Freelance

Immigrants In Corporate **Dec 2024 – Present**

Managed **community, podcast, and social media operations,** including podcast editing using CapCut, guest outreach and research, social media content creation, graphic design in Canva, and community engagement. Coordinated recurring content tasks, tracked podcast opportunities and guest communications, and maintained regular client communication and follow-ups to support day-to-day marketing activities.

Project Manager Assistant | YouTube

Viral Vault Studios **June 2024-October 2024**

Supported YouTube channel operations for an anime-focused channel, including **content quality review, publishing, project tracking, and contributor coordination**. Reviewed content before publication, coordinated with graphic designers and scriptwriters, organized YouTube uploads, and maintained communication to keep projects on schedule and aligned with requirements.

Fullstack Web Developer Intern

Learn Computer Today **June 2024- June 2025**

Completed a Full Stack Web Developer OJT at Learn Computer Today from June 2024 to June 2025, gaining hands-on experience in **HTML, CSS, JavaScript, jQuery, PHP, MySQL, WordPress,** and other web development frameworks. The OJT also strengthened my understanding of **SEO** while enhancing my **development, problem-solving, and website optimization skills.**

EDUCATION

Behavioral Science

University of Santo Tomas **2013-2018**

Studied human resource management, organizational behavior, and industrial psychology, with a focus on employee relations, workplace behavior, recruitment, and organizational development.

SKILLS

- **SEO:** SEO audits, **keyword research, on-page SEO, technical SEO, off-page SEO, link building, local SEO**, competitor research
- **Link Building: Backlink prospecting, website qualification, outreach**, follow-ups, guest posts, link insertions, placement tracking
- **SEO Tools: Screaming Frog, Google Search Console, Google Analytics, Semrush, Ahrefs**, Ubersuggest, Rank Math, Local SEO tools
- **Content & Social Media:** Content optimization, Facebook, Instagram, YouTube, Quora, Reddit, Canva, CapCut

CERTIFICATIONS:

- **How to Create, Optimize, and Manage Google Business Profiles —** BrightLocal UA (2026)
- **Local SEO Essentials with Semrush —** Semrush (2026)
- **A Beginner's Guide to Local SEO —** BrightLocal UA (2026)
- **Foundations of Digital Marketing and E-commerce —** Google (2025)