

KATRINA CABATO

Link Building Specialist to SEO Specialist

Results-driven SEO Specialist with over 8 years of experience in digital marketing and a strong foundation in link building. Skilled in technical SEO, on-page optimization, keyword research, content strategy, SEO audits, and analytics — with hands-on expertise in building high-authority backlink profiles that drive sustainable organic growth. Combines deep link building experience with a comprehensive, full-spectrum SEO skill set to deliver measurable improvements in search visibility and rankings.

EXPERIENCES

SEO - SEO SPECIALIST | LINK BUILDING

MAGGY MAID | SEPT 2023 – FEB 2026

- Optimized website content and on-page elements to improve search engine visibility and organic rankings
- Managed Google Business Profile (GBP) posting, maintaining consistent brand presence and local search performance
- Executed link-building campaigns to grow domain authority and strengthen the site's backlink profile
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SEO – OUTREACH SPECIALIST

LOCAL SEO SEARCH INC. | OCTOBER 2019 – Present

- Responsible for building and applying different strategies in reaching out and building relationships with potential linking opportunities for clients
- Experience working with SEO tools (Ahrefs, SEMrush, Buzzstream, Pitchbox)
- Manage unique content titles for outreach articles.



CONTACT

✉ katrinafernz38@gmail.com

☎ +63 917 726 0245

📍 33-Y Potat Bagumbayan St
Cebu City, Philippines

SKILLS

SEO & Technical

- Technical SEO
- On-Page Optimization
- Keyword Research
- SEO Audits
- Content Strategy

Link Building

- High-Authority Backlinks
- Outreach Campaigns
- Off-Page SEO
- Domain Authority Growth

Tools & Analytics

- Google Business Profile
- Analytics & Reporting
- Competitor Analysis
- Website Optimization

EDUCATIONAL BACKGROUND

COLLEGE 2007 – 2011

University of Cebu – Main Campus
Sanciangko St., Cebu City
Bachelor of Science in Information
Technology

SECONDARY 2003-2007

University of Cebu – Main Campus
Sanciangko St., Cebu City
High School Diploma

TRAINING

Pinoy SEO Bootcamp

- Completed comprehensive SEO bootcamp covering Technical SEO, On-Page Optimization, Keyword Research, Content
- Strategy, SEO Audits, and Analytics & Reporting.

CAREER OBJECTIVES

- to enhance my skills, knowledge, and attitude in any field of work,
- deepen my knowledge of SEO and other marketing strategies,
- develop commitment and dedication to my work and optimize my skills to the fullest capacity,
- to explicit my knowledge to help contribute to the level of efficiency of the company.

SEO – Link Builder/ Blogger Outreach Specialist

CREATIONSHOP LTD. FEB 2018 – OCTOBER 2019

- Find resources using Google queries
- Monitors keyword rankings

Check for duplicate content for blogs and articles from the writer (Google tools)

Blog comment (quality site), Forum posting, Social Bookmarking, Profile Creations, Web2.0 and Guest Posting

SEO – Link Builder/ Blogger Outreach Specialist

DIGITAL SEARCH GROUP LTD. NOV 2016 – FEB 2018

- Find manually resources using Google queries
- Check for duplicate content for blogs and articles from the writer (Google tools)
- Uses tools to make sure the site is quality and that link you posted will count
- Negotiating influencers for collaborations
- Guest Posting

Social Media Manager

Waveplay Interactive Inc. | Nov 2018 - Present

- Create and execute a comprehensive social media strategy
- Develop engaging and relevant content, including text, images, videos, and infographics.
- Create and manage social media ad campaigns to reach specific target audiences.
- Collaborate with relevant influencers or brand advocates.
- Plan and schedule posts in advance using Buffer

CHARACTER REFERENCE

Sam Abas

JTower Residences Sales Director

+63 915 462 3088