

# SHIELA MAY PULIDO-ESQUEJO

SEO Specialist | Off-Page SEO Manager | Link Building Strategist  
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## PROFESSIONAL SUMMARY

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Results-driven SEO Specialist with 6+ years of experience designing and executing high-impact off-page and on-page SEO strategies across English and multilingual markets. Proven track record of growing domain authority by 80%, building authoritative backlink profiles through digital PR, HARO, SaaS outreach, and strategic guest posting. Skilled in managing full-cycle SEO campaigns, leading cross-functional teams, and leveraging tools including Ahrefs, SEMrush, Moz, and Google Search Console to drive measurable organic traffic growth.

## CORE COMPETENCIES

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Off-Page SEO & Link Building • On-Page SEO & Technical SEO • Guest Posting & Outreach • HARO / Qwoted Link Acquisition • Digital PR & Brand Authority • Backlink Audits & Disavow • Multilingual SEO (FR, DE, ES, IT) • Competitor Analysis • SaaS Link Building • SEO Team Leadership

## WORK EXPERIENCE

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### Off-Page SEO Team Manager | Translation Company • Freelance

February 2019 – Present

- Led and managed the off-page SEO team, directing link-building, digital PR, and brand authority strategies across multiple client accounts.
- Developed and executed off-page SEO campaigns that delivered an 80% increase in domain authority and organic traffic for key clients.
- Reviewed and authored SEO-optimized guest posts, outreach articles, and link-building content to maintain quality and relevance standards.
- Oversaw outreach campaigns encompassing guest posting, broken link building, and strategic partnerships to acquire high-quality, authoritative backlinks.
- Conducted comprehensive backlink profile audits, disavowed toxic links, and maintained a natural link profile to improve search rankings.
- Trained and mentored team members on advanced link-building techniques, outreach best practices, and white-hat SEO methodologies.
- Analyzed backlink performance using Ahrefs, SEMrush, and Moz, continuously refining strategies to maximize ROI.
- Collaborated with content marketing and digital PR teams to align off-page efforts with overarching SEO and brand positioning goals.

### Link Builder – English Market

- Executed targeted outreach and link-building campaigns to acquire high-authority backlinks for English-language websites.
- Conducted in-depth competitor backlink analysis to uncover link opportunities and sharpen off-page SEO strategies.
- Built and maintained relationships with bloggers, publishers, and industry influencers, securing guest post and editorial link placements.
- Implemented contextual link insertion strategies to embed relevant backlinks within high-authority content.
- Secured high-quality media mentions through Qwoted and HARO (Help a Reporter Out) link-building initiatives.
- Led SaaS link-building campaigns, collaborating with tech websites and software review platforms to generate domain-relevant backlinks.
- Developed PR-driven link-building strategies, earning coverage from news outlets and industry publications.
- Partnered with social media influencers and subject matter experts to amplify digital PR and secure organic link placements.
- Performed regular backlink audits to identify and remove toxic links, protecting and improving site authority.

## **Link Builder – Non-English Markets (French, German, Spanish, Italian)**

- Developed and implemented multilingual link-building strategies targeting French, German, Spanish, and Italian markets.
- Identified and secured backlinks from region-specific websites, local directories, and niche industry sources.
- Conducted localized outreach using culturally appropriate messaging in collaboration with native speakers and translators.
- Analyzed international SEO trends and adapted link-building strategies to increase domain authority across non-English markets.

## **Technical SEO Specialist (Project-Based) | Flower.ae • UAE**

*January 2026 – April 2026*

- Audited and resolved 404 errors and redirect chains across the website, improving crawl efficiency and eliminating user experience friction.
- Mapped and implemented 301 redirects to preserve link equity and recover organic traffic from broken URL paths.

## **SEO Specialist | Technical SEO & On-Page Strategist | Raney Day Design • Part-Time**

*May 2023 – Present*

- Conducted in-depth keyword research to identify high-impact target keywords aligned with search trends and business objectives.
- Optimized website content — landing pages, blog posts, and product pages — to enhance search visibility and user engagement.
- Implemented on-page SEO best practices including meta tag optimization, heading structure, internal linking, and image alt text.
- Performed comprehensive technical site audits identifying issues across crawlability, site structure, and content performance, then developed and executed remediation strategies.
- Monitored website performance via Google Analytics, Google Search Console, Ahrefs, and SEMrush, identifying and acting on improvement opportunities.
- Collaborated with content teams to develop SEO-driven content strategies aligned with search intent and brand positioning.
- Tracked and reported on KPIs including organic traffic growth, keyword rankings, backlink acquisition, and conversion rates.

## **Off-Page SEO & Social Media Manager | VoodooNeon • United States**

*April 2023 – August 2024*

- Researched and identified backlink opportunities aligned with SEO goals, executing outreach to establish relationships with relevant websites and influencers.
- Promoted high-quality content across social media platforms to amplify visibility and drive organic backlink acquisition.
- Monitored and audited backlink profiles using SEO tools, disavowing low-quality links to protect domain authority.
- Analyzed competitor backlink profiles to identify and capitalize on new link-building opportunities.
- Produced compelling content assets (how-to guides, infographics) that generated organic shares and backlinks.
- Tracked brand mentions online and secured backlinks from unlinked brand references through targeted outreach.

## **Off-Page SEO Specialist | Caddell Prep • United States | Part-Time**

*April 2020 – June 2022*

- Led off-page SEO initiatives focused on building high-quality backlinks through strategic partnerships and content collaborations.
- Executed outreach campaigns to industry experts and editors, securing content collaborations that increased inbound link acquisition.
- Deployed advanced link prospecting techniques to identify and secure placements on high-relevance industry websites.

- Engaged in HARO (Help a Reporter Out) campaigns to generate authoritative media coverage and editorial backlinks.
- Restored broken links and monitored anchor text distribution to maintain link integrity and a natural backlink profile.

### **SEO Specialist / Virtual Assistant** | **Docucollab** • United States

*October 2018 – March 2019*

- Developed tailored SEO strategies leveraging keyword research and competitive analysis to optimize client content and improve search rankings.
- Managed social media campaigns to drive audience engagement and increase brand visibility across platforms.
- Produced infographics and visual content assets to enhance content appeal and shareability.

## **TECHNICAL SKILLS**

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**SEO Tools:** Ahrefs, SEMrush, Moz, Majestic, Google Analytics, Google Search Console, ZOHO CRM

**SEO Expertise:** Off-Page SEO, On-Page SEO, Technical SEO, Local SEO, White Hat Link Building, Multilingual SEO

**Content & Search Frameworks:** SEO Article Writing, E-E-A-T, GEO (Generative Engine Optimization), AIO (AI Optimization), AEO (Answer Engine Optimization), Google Algorithm Updates Monitoring

**Link Building:** Guest Posting, HARO/Qwoted, Digital PR, Broken Link Building, Link Insertion, SaaS Outreach

**AI & Automation:** ChatGPT, Perplexity, Gemini, Claude, n8n, Claude Automation & Skills

**Project Management:** Basecamp, ClickUp, Google Workspace

**Design Tools:** Photoshop, Canva

**Soft Skills:** Team Leadership, Outreach Strategy, Time Management, Attention to Detail, Adaptability

## **EDUCATION**

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**Bachelor of Science in Secondary Education** | **University of Mindanao**

Major in English

## **LANGUAGES**

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**English:** Fluent (Professional Proficiency)

*References available upon request.*