



# JARED ARAOJO

## SEO Specialist / Supply Chain

### Profile

Highly skilled SEO Specialist with expertise in website optimization, keyword research, on-page SEO and off-page SEO strategies, and WordPress management. Proficient in supply chain operation handling inbound, outbound and drop shipping.

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 jaredaraojo.pinoyseos.com

 Quezon City, Philippines

### Education

#### Information Technology

**BYU – Pathway Connect Worldwide**  
2018 – 2021

#### Business Administration

**Philippine Christian University**  
2014-2018

### Expertise

SEO Specialist

Web Design

Customer Service

Supply Chain

### Certification

Certified SEO Specialist by  
PinoySEO.ph

Certified SEO Analyst by Sova.ph

### Work Experience

#### Projects

- Flowerbarcebu.com
- Inteliasia.net
- Pipie.co
- Malachisoft.com
- jaredaraojo.pinoyseos.com

#### Responsibilities / skills

2024

–

2021

- Onpage SEO
- Offpage SEO
- Keyword Research
- Monthly Report
- Web Design
- Blogging
- Website Audit
- Competition Analysis

#### SEO Tools

- **Onpage SEO**
  - Meta Tools / Ai tools
  - Geotagging
  - Cloudconvert
- **Offpage SEO**
  - Backlinks – Ahrefs
  - Ubersuggest
- **Keyword Research and Mapping**
  - SEO Inspector
  - Keyword Planner
  - Ubersuggest
- **Website Audit**
  - Screaming Frog
  - Ahrefs
  - Semrush
- **Web Security**
  - SSL Checker
  - Malware Checker
  - Site Health
  - Solid Security
- **Data Benchmarking**
  - Google Analytics
  - Search Console
- **Monthly Reporting**
  - My SEO Tools

### Other software used and skills

- Shopify: E-commerce management.
- WordPress: Web Development and Design.
- Quickbase: Supply Chain Management operation.
- Monday.com: Project management tools.
- MS Copilot Studio: Social Media chatbot development.
- Quickbooks and Xero: Financial management.

# Detailed Work Experiences

## SEO Specialist

June 2023  
to  
Present

### Inteliasia Credit Investigation Services

SEO Specialist / Web Developer

#### Responsibilities / skills

- Web migration from namecheap to WordPress
- Website building and development
- Onpage SEO
- Offpage SEO
- Keyword Research
- Monthly Report
- Web Design
- Blogging
- Website Audit
- Competition Analysis

#### Tools used

- **Onpage SEO**
  - Meta Tools / Ai tools
  - Geotagging
  - Cloudconvert
- **Offpage SEO**
  - Backlinks - Ahrefs
  - Ubersuggest
- **Keyword Research and Mapping**
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- **Website Audit**
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- **Web Security**
  - SSL Checker
  - Malware Checker
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  - Solid Security
- **Data Benchmarking**
  - Google Analytics
  - Search Console
- **Monthly Reporting**
  - My SEO Tools

April 2022  
to  
Sept 2023

### Pipie Co and Flower Bar

SEO Specialist / WordPres Dev.

#### Responsibilities / skills

- Onpage SEO
- Offpage SEO
- Keyword Research
- Monthly Report
- Web Design
- Blogging
- Website Audit
- Competition Analysis

#### Tools used

- **Onpage SEO**
  - Meta Tools / Ai tools
  - Geotagging
  - Cloudconvert
- **Offpage SEO**
  - Backlinks - Ahrefs
  - Ubersuggest
- **Keyword Research and Mapping**
  - SEO Inspector
  - Keyword Planner
  - Ubersuggest
- **Website Audit**
  - Screaming Frog
  - Ahrefs
  - Semrush
- **Web Security**
  - SSL Checker
  - Malware Checker
  - Site Health
  - Solid Security
- **Data Benchmarking**
  - Google Analytics
  - Search Console
- **Monthly Reporting**
  - My SEO Tools

Website	Position	Clicks	Impressions	CTR
Flowerbarcebu.com	2	73	405	12.40%
Pipie.co	3	38	430	18.72%

Oct. 2021  
to  
Dec. 2021

### SEO Training / Projects

- jaredaraojo.sovasites.net
- Sova.Ph
- Pinoy SEO

#### Training

- Understanding the SEO and its benefits.
- Learn the different SEO principles / strategies / cycle.
- Know different SEO tools and how to use them.
- Advanced concept in SEO ranking and visibility.
- SEO Major ranking factors
- High quality content and freshness
- Backlinks and Search Intent
- Website structure and Web Optimization

# Detailed Work Experiences

April 2021  
to  
August 2022

## Web Smart Publishing

Supply Chain Coord / Customer Support Lead

### Responsibilities / skills

- Build and maintain strong relationship with transportation carriers.
- Manage freight movements, including coordinating shipments, tracking deliveries, and handling scheduling.
- Prepare and process sales orders that is for outbound and drop shipment.
- Prepare and maintain all shipping documents and upload it in the system.
- Email management – working with customers to ensure transportation solutions meet their needs.
- Ensure carriers meet performance standards, such as on-time delivery and adherence to safety protocols.

## Tools used

- **Quickbase**
  - Process customers sales orders.
  - Place and prepare purchase orders for non-stock items.
  - Inventory management
  - Documentation (Uploading and verifying)
  - Managing of customer accounts
  - Shipping of orders
- Quickbooks
  - Process and manage of invoices
- MS Outlook, Teams
  - Email management (Receive and confirm orders)
  - Prepare and reviewing of SOP's
  - Process and manage customer quotations

## Software /skills

- Supply Chain Management Software: Proficient in **Quickbase** for customer and supply chain management.
- Project Management Tools: Experienced with **Monday.com** for coordinating logistics projects and tracking progress.
- Data Analysis & Reporting: **Advanced MS Excel** skills, including pivot tables, VLOOKUP, and other functions for data manipulation and reporting.
- Chatbot Development: Skilled in **MS Copilot Studio** for setting up and managing chatbots to improve customer engagement.
- Customer Relationship Management: Experienced in **HubSpot** for managing customer relationships and enhancing communication.
- E-commerce Platforms: Knowledgeable in **Shopify** for e-commerce management, including inventory tracking and order fulfillment.
- Web Development: Basic experience with **WordPress** for site maintenance and content management.
- Automation Tools: Proficient in **Zapier** for no-code automation to streamline processes.
- Financial Management: Experienced in bookkeeping with **QuickBooks** and Xero for financial tracking and reporting.