



DIANE FELIZARTA

SEO/AEO Specialist

CONTACT



09554979773



huelmadiane02@gmail.com



Philippines

EDUCATION

Ateneo de Davao University

2013- 2017

AB Mass Communication

Surge Marketplace

2020

Virtual Assistance

TOOLS

- Google Search Console
- Google Analytics 4
- Screaming Frog SEO
- Spider, Google Trends
- Google PageSpeed Insights
- SEMrush, SpyFu, Google Keyword Planner, Ahrefs,

ABOUT ME

Hi, I'm Diane, an SEO/AEO Specialist with 3 years of experience working for a marketing agency, where I handled various tasks to improve website visibility and content performance. My responsibilities included conducting website audits, competitor analysis, keyword research, and optimizing website content through on-page optimization to help businesses improve their search engine rankings.

WORK EXPERIENCE & SKILL SET

2022- 2025

Full-time

Marketing Agency

SEO/AEO Specialist | Content Strategist

- Conduct website audits, competitor analysis, and keyword research using Ahrefs, SEMrush, SpyFu, and Google Keyword Planner to identify SEO issues and content opportunities.
- Optimize blogs and service pages through on-page SEO, including metadata, headings, internal linking, and content structure improvements.
- Apply AEO strategies by researching relevant queries, analyzing AI-generated answers and their sources, and improving website content to increase visibility across AI platforms.
- Use ChatGPT, Google Search Console, and Google Analytics 4 to support content optimization, SEO strategy development, and website performance monitoring.

Freelance SEO Copywriter & Content Writer

SEO Blog Writer | SEO Copywriter

2024-2026

Project based

- Write SEO-focused blog posts and website copy for clients across different industries, including IT, marketing, home improvement, and social media.
- Conduct keyword research and develop content tailored to search intent, target audiences, and client objectives.
- Create engaging, reader-friendly content that incorporates SEO best practices while maintaining a natural tone and clear messaging.
- Develop website and blog content designed to improve organic search visibility, communicate business value, and support client marketing goals.

WORK REFERENCE

[Upwork Profile](#)