



KHALIQ
BERO

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📍 Liloan, Southern Leyte, PH 6612

SEO Specialist | Website
Development & Optimization |
Digital Marketing Manager

PROFESSIONAL SUMMARY

Expert in SEO, web development, and data analysis, with 15 years of experience in Network and System Administration. Skilled in optimizing websites for search engines, creating user-focused web solutions using platforms like WordPress and Wix, and using data insights to support business growth. Previously contributed as a Meta AI Reviewer, supporting AI development through data validation and quality assurance. Adaptable, detail-oriented, and committed to delivering measurable digital results.

TECHNICAL SKILLS

- Technical SEO, On-Page, Off-Page
- Content Creation and Optimization
- Keyword Research, SEO Analytics
- Link Building
- SEO Tools (Ahref, SemRush, Screaming Frog)
- CMS Platforms (WordPress, Wix)
- Data Analysis, Data Entry
- C++, Java, Python, PHP, SQL
- MS Office Suite, Excel, Google Spreadsheet
- Network & System Administration
- VMware, Hyper-V 2019, VirtualBox
- Active Directory, Group Policy, DHCP, DNS
- Fortinet 81F, Sonicwall TZ510, pfSense
- Network & System Administration
- Windows Server 2008, 2012, 2016, 2019
- AWS, Google Cloud, MS Azure
- Windows 7, 8.1, 10, 11, Ubuntu, CentOS 7
- Canva, Asana, Tableau, MS Power BI, Google Chart

SOFT SKILLS

- Analytical Thinking
- Problem-Solving
- Communication
- Project Management
- Attention to Detail
- Adaptability
- Team Collaboration
- Time Management

EXPERIENCE

SEO Specialist | Digital Marketing, WordPress Development & Google Ads (Freelance)

Remote | August 2023 – Present

Provide SEO, digital marketing, and website development services for international clients across the United States, Israel, and Turkey.

Selected Client Projects

- Kids USA Montessori – kidsusamontessori.org
- WPM Accounting – wpmaccounting.com
- Car Body Club – carbodyclub.com
- American Auto Trade -americanautotrade.com
- HIGHCO Builders - builtbyhighco.com
- Roniz Beauty – ronizbeauty.com
- The Womb Room - wombroom.mom
- Sparkling Charm Dentistry - sparklingcharmsdentistry.com

Key responsibilities:

- Develop and execute SEO strategies to improve search rankings and organic traffic.
- Build and maintain WordPress and Wix websites optimized for SEO and performance.
- Manage and optimize Google Ads campaigns including search and smart campaigns.
- Conduct keyword research, competitor analysis, and negative keyword optimization.
- Optimize Google Business Profile listings to improve local visibility and lead generation.
- Monitor performance using Google Analytics, Google Search Console, SEMrush, and Ahrefs.

SEO Specialist, DigiAssets LTD, October 2023 - February 2026

- Optimized websites for search engines, leading to a 25% increase in organic traffic.
- Developed and maintained WordPress and Wix websites
- Created high-quality, SEO-optimized content to boost engagement and rankings.
- Implement on-page and off-page SEO strategies to improve website visibility and organic traffic.
- Conduct keyword research and analysis to identify opportunities for content optimization and ranking improvement.
- Utilize SEO tools such as Google Analytics, SEMrush, and Ahrefs to track performance metrics and make data-driven decisions.
- Collaborate with content creators, web developers, and marketing teams to execute SEO initiatives and achieve business goals.

Freelance Technical SEO Specialist | Data Analyst | Meta AI Reviewer Remote, July 2021 - Current

- Analyzed website performance, identified technical issues, and provided actionable recommendations to enhance search engine rankings and user experience.
- Implemented on-page SEO strategies including meta tags, header tags, and content optimization to improve visibility and relevance in search engine results.
- Developed and executed link-building strategies to acquire high-quality backlinks, increasing domain authority and driving targeted traffic to client websites.
- Performed data validation to verify the integrity of scraped data by comparing it against predefined criteria, such as data formats, accuracy, and consistency.
- Develop and implement quality control procedures to maintain high data quality standards during web scraping operations for quality assurance
- Maintain detailed documentation of data quality control processes, including procedures, methodologies, and any issues encountered.
- Continuously monitor and assess data sources to identify changes or anomalies that could impact data quality.
- Troubleshoot data quality issues and work collaboratively with cross-functional teams to find solutions.
- Reviewed AI-generated content and user interactions for Meta's platforms, ensuring accuracy, policy compliance, and contextual relevance to improve overall AI model performance.

Network & Systems Administrator, DILG Regional Office 8, Tacloban City, Leyte - Jan 2017 - July 2023,

- Setup, administer, manage, and maintain 11 Local Server running MS Standard Server 2016, 2019 with services (Active Directory, DHCP, DNS, File Storage, VPN, and Hyper-V), Linux CentOS 7
- Active Directory user creation, deletion, manage permission, and control access to network resources.
- Fortinet 81F FortiGate / Sonicwall Firewall / Security Appliance monitors security, manage and maintain.
- Implement and manage network security measures, including firewalls, intrusion detection systems, and encryption protocols.
- Monitor network traffic for security breaches and respond promptly to incidents.
- Develop and implement data backup and recovery strategies to safeguard network data.
- Managed AWS EC2 instances for scalable and cost-effective virtual server infrastructure
- Implemented AWS S3 for secure and scalable storage solutions, including data backup and retrieval.
- Configured and maintained AWS RDS for relational database management, ensuring high performance and reliability.
- Administered SQL Server databases for efficient data management, including performance tuning, security, and backup operations.

Data Analyst, DILG Regional Office 8, Tacloban City, Leyte - Jan 2020 - Jun 2023

- Gather data from LGUs and Provincial Offices, including databases and spreadsheets related to DILG Region 8 & LGRRC8 programs, COVID 19 datasets from contact tracers.
- Generate regular reports summarizing key performance indicators (KPIs) and presenting actionable insights to the Regional Director.
- Apply statistical and analytical techniques to explore and analyze data, uncovering patterns, trends, and insights.
- Create clear and compelling visualizations (charts, graphs, dashboards) to communicate findings and insights to non-technical stakeholders.

Network Engineer, FRANCESCO Inc., Pope Francis Vill., Diit, Tacloban City - May 2017 - Nov 2017

- Maintain and administer FRANCESCOs computer networks including systems software, applications software, hardware, and configurations.
- Troubleshooting, diagnosing, and resolving hardware, software, and other network problems.
- Implements disaster recovery procedures.
- Develop, implement and maintain policies, procedures, and associated training plans for network administration, usage, and disaster recovery.

IT System / Network Administrator, O C S Inc., Cebu City - Aug 2012 - Jan 2017

- Setup, Administer, Manage, and Maintain 8 Local Server running 2003 & 2012 MS Standard server with services running (Active Directory, DHCP, File Storage, DNS, Remote Access VPN)
- Active Directory user creation, deletion, manage permission, and control access to network resources.
- Credit & Collection, Financial, and HR System installation, management, and maintenance.
- Assist Branches offices with backups, physical and Cloud Technology backup system.

- Provides Technical Support, Remote desktop support, Conduct Training to staff, perform daily, weekly, and Monthly backup.

Information System Staff (System Administrator), Muramoto Audio-Visual Phils. Inc., MEZ 1, Lapu-Lapu City, Cebu - Feb 2011 – May 2012

- Server and System Administrator - Administer, manage, and maintain 18 Local Server running MS Standard server 2003, 2008 R2, 2012 R2 (Active Directory, DHCP, DNS and File Storage and Resource), Linux, FreeBSD Server, Web, and Mail Server.
- Configure and maintain network devices, such as routers, switches, firewalls, and load balancers. Ensure network connectivity and troubleshoot network-related issues.
- Manage virtual servers (VMware, Hyper-V) to optimize server resource utilization.
- Continuously monitor server and network performance, resource utilization, and system logs.
- Develop and manage data backup and recovery strategies.
- Respond to user-reported issues and technical support requests. Diagnose and resolve hardware, software, and network problems.
- Create and update system documentation, including configuration guides, procedures, and manuals.

IT OFFICER, Panaon Institute, San Francisco So. Leyte, Apr. 2010 - Jan 2011

- Setup, Administer, Manage, and Maintain 8 Local Server running 2003 & 2012 MS Standard server with services running (Active Directory, DHCP, File Storage, DNS, Remote Access VPN)
- Active Directory user creation, deletion, manage permission, and control access to network resources.
- Credit & Collection, Financial, and HR System installation, management, and maintenance.
- Assist Branches offices with backups, physical and Cloud Technology backup system.
- Provides Technical Support, Remote desktop support, Conduct Training to staff, perform daily, weekly, and Monthly backup.

Computer and Network Maintenance, Red Mango Computers and Internet Services,

Salinas Dr., Lahug, Cebu City, Jun. 2008 – Apr. 2009

- Setup, Administer, Manage, and Maintain LAN/WAN, Desktop/Laptop Computers
- Provides technical assistance to clients.
- Desktop / laptop setup, troubleshooting, and repair.

IT Technical Support, SM City Cebu, Mabolo, Cebu City, Nov. 2006 – Apr. 2007

- Setup, Administer, Manage, and Maintain LAN/WAN, Desktop/Laptop Computers
- Provides technical assistance to clients.
- Desktop / laptop setup, troubleshooting, and repair

EDUCATION

Master in Information Technology

Leyte Normal University - Paterno St., Tacloban City, Leyte

Graduated: July 2021

Bachelor of Science in Information Technology

STI College Cebu, Salinas Drive, Lahug, Cebu City

Graduated: Oct. 2010

Diploma in Computer and Electronic Technology

STI College Cebu, Maasin City

Graduated: Oct. 2006

LANGUAGE

English, Filipino, Visaya

