



# Marlon Omandam

## SEO Specialist & Website Developer

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### PROFESSIONAL SUMMARY

Website Developer & SEO Specialist with 10+ years of experience delivering high-performance websites and SEO strategies for startups, SMEs, and international clients. Expert in WordPress development, Core Web Vitals optimization, technical/on-page/local SEO, and full-cycle project management—from domain and hosting setup to launch and long-term growth. Recognized for delivering measurable results, seamless UX, and strong Google rankings.

### CORE SKILLS

- WordPress Development (custom themes, plugins)
- PHP, HTML, CSS, JavaScript
- Technical SEO, On-page SEO, Local SEO, Schema
- Core Web Vitals optimization (LCP, INP, CLS)
- Speed optimization, caching/CDN, lazy loading
- cPanel/server management, migrations, SSL, backups
- Google Search Console, Google Analytics, PageSpeed Insights
- Cloudinary (media optimization), Stripe/PayPal integration

### PROFESSIONAL EXPERIENCE

**SEO Specialist & WordPress Developer — MarlonOmandam.com · Freelance**

May 2019 – Present · Philippines

- Developed and maintained 50+ dynamic websites and applications using PHP, JavaScript, HTML, CSS, and MySQL.
- Boosted organic traffic for clients by up to 60% through targeted SEO campaigns and keyword strategies.
- Improved Core Web Vitals: reduced LCP from 5s to 1.8s, CLS issues resolved, raising PageSpeed scores above 90.
- Implemented scalable backend systems and RESTful APIs to support high-traffic websites.
- Customized WordPress themes/plugins, optimized websites for speed, SEO, and mobile responsiveness.

### **SEO Specialist & WordPress Developer — upUgo · Freelance**

Jun 2016 – Apr 2019 · United Kingdom

- Executed SEO campaigns that improved keyword rankings across multiple industries.
- Performed keyword research and competitor analysis to identify growth opportunities.
- Optimized content strategies and improved backlink profiles, increasing domain authority.
- Ensured SEO best practices were implemented into site architecture and code.

### **SEO Specialist & WordPress Developer — Taking You Forward Inc. · Full-time**

Jul 2012 – Aug 2015 · Mandaue City, Cebu, Philippines

- Implemented on-page and technical SEO strategies improving client rankings by 30%+.
- Expanded keyword portfolios and optimized website content for organic growth.
- Monitored SEO performance using Google Analytics and adjusted strategies accordingly.

### **Graphic/Web Designer — Bigfoot Studio · Full-time**

Feb 2012 – Jun 2012 · Mactan, Lapu-Lapu City, Cebu, Philippines

- Designed modern websites with clean, user-focused layouts.

### **Quality Assurance (QA) Analyst — Phil-Am Outsourcing Solutions · Full-time**

Jan 2009 – Feb 2012 · Mandaue City, Cebu, Philippines

- Tested and validated web applications for functionality, performance, and usability.
- Collaborated with developers to resolve bugs and enhance quality assurance workflows.

## SELECTED PROJECTS

### **PinoyGPT (AI Tools Platform)**

- Founder & Developer — Built PHP/JS tools (AI image generation, paraphrasing, converters), integrated OpenAI APIs, Cloudinary, and Stripe/PayPal. Implemented daily credit system and modern UI.

### **SEOAegis**

- Founder & Developer — Designed and executed data-driven SEO strategies, boosting organic traffic and rankings for multiple client websites under the SEOAegis initiative.

### **SEO for Local Businesses (Cebu)**

- Executed SEO campaigns for local service businesses; improved site rankings, increased organic traffic, and enhanced user engagement with optimized content and speed.

## EDUCATION

### **Bachelor of Science in Information Technology (BSIT)**

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