

Nicko O. Tadifa

SEO Expert

CAREER OBJECTIVE

To work with Industry experts, where I can maximize my skills, learn and grow in the career environment that I work with, and be one of the company employees to succeed.

Work Experience

Freelance Project Based

April 15, 2025 to June 15 2025

SEO Specialist (SOLO)

- <https://maya88casino.com/>

Freelance Direct Client

August 19, 2024 to April 10, 2025

SEO Specialist (SOLO)

- <https://22fun.news/>
- <https://cow88.org/>
- <https://hrspectacles.com/> (Corporate, Jan-March 2025)

12 Stars

November 24, 2023 - August 15, 2024

SEO Team Lead

- <https://seabet.io/>
- <https://seabet.com.co/>

Go Tech Entertainment

February 16, 2023 - October 15 2023

SEO Manager

- <https://filbet.com>
- <https://filbetpro.com/>

FLYING DRAGON MALATE

September 25, 2022 - January 27, 2023

Sr. SEO Specialist

- <https://hobigamespro.com/>
- <https://junglerummy.fun/>
- <https://rummygold.link/>



Contact

✉ afidatnicko@gmail.com

☎ 09321840546

📍 832 Apelo Crux, Pasay City

Education

BSIT

Access Computer College Manila

2020 - 2021

Skills

- Web Developer (WordPress)
- Knowledgeable in HTML, CSS, PHP, and Json-LD
- Market Analysis
- SEO Strategist
- Content Copywriting
- Leadership

Language

English

Tagalog

Waray

References

Cristopher Macaranas

Sr. SEO Specialist

Phone: 09608552814

Email: searchengineeranker0@gmail.com

Alfred Decena

Sr. SEO Manager

Phone: 09294113812

Email: adecena80@gmail.com

GLOBAL ENTERTAINMENT/ TECHZONE MAKATI

August 17, 2021 - September 20, 2022

SEO Specialist

- <https://hobigamespro.com/>
- <https://jungleerummy.fun/>
- <https://rummygold.link/>

Job Details

- SEO Planning
- Site Audit
- Technical SEO Analysis
- Identifying methods, strategies, and tactics to boost website traffic and secure a prominent position on search engine results in pages.
- Design, build a website, and publish on web hosting sites.
- Optimizing pages and thinking of new marketing strategies to get higher ROI from digital spending.
- Optimize a page by updating the elements and meta tags to increase ranking on Google
- Gathering Competitor Back-links using Ahrefs, Semrush, Moz and Emailing them for Guest Posting.
- Meta titles, Meta descriptions, and image optimization.
- Google Tools – Google Analytics, Google Search Console. Google Tag Manager, Google Business Profile
- Keyword Research
- Conversion rate optimization (CRO)

SMARTWIN TECHNOLOGIES INC.

June 3, 2020 - August 15, 2021

FB/ Google Ads Specialist, & Junior SEO Specialist

Job Details

- Analyzing the company objectives and goals for the long or short term.
- Creating the business strategy for the long and short term based on their needs.
- Creation of the Campaigns and ad sets.
- Use of A/B test for Audience and Creatives.
- Adjust and Manage the strategy based on the result each day.
- Creating and developing a Clickable Landing page and content
- Management and optimization present ads.
- Research and make copy write content to develop highly converting ads and banner designs.
- Optimizing Google ads campaigns to lower costs and make a high conversion rate.

JOLLIBEE FOODS CORPORATION

October 2016 - May 2019

Service Crew

Job Details

- Performing opening duties such as setting tables, polishing glasses, folding napkins, and replenishing condiments.
- Attending pre-shift and general meetings to update knowledge of special offers and stock-related issues and to discuss service and product matters.
- Performing closing duties such as sweeping, vacuuming, and preparing linens for collection by laundry service.


Nicko Tadifa

Signature Over Printed Name