

# Deutsche Mark Rondina

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Portfolio: <https://duchseo.com/> | Lahug, Cebu City

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Results-driven SEO Content Writer with 7+ years of experience creating high-performing digital content across corporate, e-commerce, and freelance settings. Skilled in on-page SEO, keyword research, and AI-powered content tools. Known for driving measurable traffic growth and improving SERP rankings across multiple platforms.

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## KEY COMPETENCIES

**Content Creation:** SEO writing, blog and article development, content strategy, editorial review

**SEO & Optimization:** Keyword research, on-page SEO, content optimization

**Tools & Platforms:** SurferSEO, WordPress, ChatGPT, Grammarly, Google Search Console, GA4, Ubersuggest, Semrush, Siteliner, Copyscape

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## PROFESSIONAL EXPERIENCE

June 2024 - June 2025

### Content Writer Associate

**Newfold Digital - Cebu Business Park, Cebu City**

Created 10+ SEO-optimized blog articles monthly for three company products (Domain.com, Web.com, Network Solutions).

Accomplishments:

- Updated a blog article that resulted in its largest click increase WoW, from 41 clicks to 69.
- Improved a blog's position from 12.6 to 10.1 on Google through strategic content refresh.
- Created a new article that grew 27 more clicks and improved by almost 30 in average ranking positions.

May 2024 - June 2025

### Content Writer

**Tiggo Marketing Ltd. - Remote**

Crafted 10+ new articles monthly for the company's client webpages and landing pages.

Accomplishments:

- Optimized more than 25% of the client's website, including blog posts, articles, and landing pages.

### Freelance Content Writer

August 2021 - November 2024

**Self-employed / Independent Contractor - Remote**

Provided high-quality SEO content writing services for a diverse portfolio of clients across various industries, including Sugbo PH and Peach Me Creatives.

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## EDUCATION

**Bachelor of Secondary Education, Major in Mathematics (Cum Laude)**

Cebu Technological University | Graduated: 2024

**Senior High School (STEM, with Honors)**

Saint Peter Academy of Alegria, Inc. | Completed: 2020

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