



ROTHMAN PERRERAS

SEO | SOCIAL MEDIA | WORDPRESS

PROFILE

Wordpress webmaster with five years of experience in the field. Capable of producing good looking and well-performing Wordpress websites. Good grasp of Search Engine Optimization and Social Media Marketing. Can create articles that humans will read and search engines will love.

EXPERIENCE

FREELANCE WORDPRESS SITES WEBMASTER

2015-PRESENT

- Currently does freelance website creation, content creation and SEO for small businesses.
- Maintains content creation for two clients in the franchising industry.

WEBSITE OWNER, IFRANCHISE.PH & GIFTCANYON.COM

2015-PRESENT

- Owned several projects, but the most successful sites are GiftCanyon.com and iFranchise.ph.
- Personally built the websites from scratch, including internal SEO structure.
- Researches and compiles keywords for potential topics for both websites.
- Creates relevant content for topics produced. If time does not permit, some of the topics produced are assigned to hired freelance writers who create the content the websites need.

SKILLS

- Wordpress
- Avada Wordpress Theme
- Internal SEO
- External SEO
- Keyword research
- Google Analytics
- Ahrefs.com
- Guest posting outreach
- Web content development
- Social Media Marketing

CONTACT INFO

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