



DARREL PONTEJO

SEO / Wordpress Dev / Media Ads

CONTACT



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ABOUT ME

I am an experienced SEO Specialist, WordPress Web Developer, and Digital Marketing Professional with over 12 years of experience in optimizing websites, managing campaigns, and improving online visibility.

SKILLS

SEO / SEO Team Lead

Local SEO / GEO / AEO

Wordpress Developer

Media Ads

Project Manager

Digital Marketing Manager

EDUCATION

Bachelor of Science in Computer Engineering

Ateneo De Davao University

2006 - 2007

Developed a strong foundation in computer systems, programming, and technical problem-solving, which supports my analytical and data-driven approach in SEO and digital marketing.

Bachelor of Science in Computer Engineering

AMA Computer College

2007 - 2011

Completed comprehensive coursework in software development, hardware systems, networking, and system troubleshooting. This technical background enhances my ability to understand website architecture, diagnose technical issues, and implement effective SEO strategies.

EXPERIENCE

Shopify Developer and SEO Manager

Mara Diamonds

2026

Built and customized the Shopify website while managing SEO strategy, including keyword research, on-page optimization, and site structure improvements to increase organic traffic and conversions.

Digital Marketing Manager (SEO & PPC)

Patrolalaw

2025

Managed SEO and Google Ads campaigns to increase leads and improve ROI. Handled technical and on-page SEO, optimized PPC performance, and led a team to execute marketing strategies aligned with business goals.

SEO & WordPress Web Developer

Global Staff Network – Dvo PH

2024 – 2025

At Global Staff Network, I optimized multiple client websites for higher search visibility and improved user experience. My role involved conducting comprehensive technical SEO audits, resolving indexing and crawl issues, and implementing structured data to enhance organic performance.

Digital Marketing Manager (SEO & PPC)

Significant.com.au

2023 – 2024

As Digital Marketing Manager at significant.com.au, I led the full digital strategy, including SEO, content planning, social media, and performance marketing. I improved organic visibility through optimized on-page content, local SEO, and technical fixes. I also managed campaigns, analyzed data to guide decision-making, and worked closely with developers and content teams to ensure consistent brand growth and measurable results.

Marketing Director

Creativeblox – USA

2022 – 2023

At CreativeBlox USA, I led digital marketing efforts that included SEO, PPC, and social media campaigns. I developed keyword strategies, optimized landing pages for better conversions, and ran targeted ad campaigns across Google and Facebook. Working closely with the creative and content teams, I ensured that all campaigns aligned with brand goals.

Project Marketing Manager (SEO, Web, PPC & Social Media)

The Speed Up Co

2020 – 2023

As Project Marketing Manager, I oversaw a team handling SEO, paid advertising, and web development projects. I managed SEO strategy, website builds, and digital campaigns designed to improve visibility and ROI. My responsibilities included setting up and optimizing PPC campaigns, developing WordPress websites, managing social media content, and analyzing performance through analytics tools.

REFERENCES

Eddie Burroughs

Eddie Burroughs / CEO

Phone: 252-214-9195

Email: email@eddieburroughs.com

Brandon French

BuyCurvy / CEO

Email: buycurvy@gmail.com

EXPERIENCE

SEO Specialist

The Land Geek – Phoenix AZ USA

2016 – 2018

At The Land Geek, I focused on increasing organic search visibility through technical audits, keyword optimization, and high-quality link-building strategies. I implemented on-page improvements such as optimized meta data, internal linking, and content structure, leading to significant increases in organic traffic. My consistent reporting and performance tracking helped guide content and marketing decisions that contributed to long-term ranking success.

SEO & Marketing Team Manager

BuyCurvy.com – Jonesboro AR USA

2014 – 2020

I managed the SEO and marketing team for this eCommerce brand, overseeing strategies that grew organic sales and online visibility. My responsibilities included keyword research, site optimization, and content marketing, as well as social media management to increase brand awareness. By coordinating SEO, PPC, and content campaigns, I improved overall site performance and maintained a strong digital presence across platforms.

SEO Manager

ApprovedFans – Raleigh NC USA

2014 – 2018

At ApprovedFans.com, I led SEO initiatives to strengthen online rankings and brand authority. My work involved technical SEO enhancements, backlink acquisition, and content optimization for target keywords. I consistently achieved improvements in organic visibility and user engagement by implementing white-hat SEO practices and performance tracking using analytics tools.

SEO Manager, Web Developer & Social Media Specialist

Lagerstein.com – Brisbane AU

2014 – 2016

I developed and managed the official website for the band Lagerstein, optimizing it for SEO and fan engagement. My role covered web development, social media content creation, and online advertising to promote tours and releases. Through technical improvements and engaging content, I helped increase website traffic and grow the band's online following.

SEO Specialist

Just Simply Outsourcing Worldwide – DVO PH

2013 – 2014

As an SEO Specialist, I performed keyword research, technical audits, and link-building to boost client rankings and online visibility. I also supported web content optimization and tracking, ensuring measurable results for multiple projects across various industries.

FREELANCE SEO PROJECT – 2013 TO 2025

SEO Specialist & WordPress Developer

Dental Essence Australia

I built and optimized SEO-friendly WordPress websites and led local SEO campaigns that improved search visibility and lead generation for the clinic.

SEO Specialist

Search Insights Australia

Executed keyword analysis, backlink outreach, and on-page SEO strategies for B2B clients, improving domain authority and ranking positions.

SEO Specialist & WordPress Developer

Frontier Properties USA

Improved organic rankings through technical site audits, local optimization, and structured content strategies that increased qualified leads.

WordPress Developer

Academy for Health Superheroes London

Developed and customized an educational website optimized for SEO and user experience, enhancing visibility and functionality.

SEO Manager

Digital Diablo / Digital Morning Star / First Choice Patios / Haircc

Managed SEO strategies and campaigns, driving organic traffic growth and stronger brand presence through white-hat link-building and on-page optimization.