

JERRY L. ESPANUEVA JR.

SEO Specialist | Citation Building | On-Page & Off-Page SEO
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PROFESSIONAL SUMMARY

Results-driven SEO Specialist with 3 years of experience at BrightLocal, specializing in citation building, on-page and off-page optimization, and workflow automation. Proven track record of improving search visibility and efficiency by developing custom Chrome extensions and SEO tools. Skilled in front-end development, UI/UX design, and digital branding, with the ability to combine technical expertise and creativity to deliver optimized, user-friendly solutions. Highly organized, detail-oriented, and passionate about leveraging technology to drive business growth and team productivity.

CORE SKILLS

- Local SEO & Citation Building
- Chrome Extension Development
- Technical SEO & On-page Optimization
- Web Development (HTML, CSS, JavaScript)
- Tools: BrightLocal, Google Search Console, Google Developer Tools
- Platforms: WordPress, GitHub
- Communication: Slack, Microsoft Teams
- Proficient in both Microsoft and Google applications.

PROFESSIONAL EXPERIENCE

BrightLocal – Citation Submission Professional
Remote | Aug 2022 – Jul 2025

- Managed citation submissions for 100+ clients across various industries.
- Ensured NAP (Name, Address, Phone) consistency across top directories.
- Reduced submission time by 30% through internal automation tools.
- Collaborated with QA to maintain high accuracy in citation reports.
- Communicated via Slack and Microsoft Teams with global SEO teams.

Freelance Computer Hardware and Software Servicing

Philippines | Aug 2018 – Present

- Diagnosed and repaired hardware issues in desktops and laptops, including replacements and upgrades.
- Installed and configured operating systems, software, and drivers.
- Removed malware, optimized system performance, and recovered lost data.
- Built custom PCs based on client needs and budget.
- Provided technical support and troubleshooting for individuals and small businesses.

United Nations World Peace Association Japan - WordPress Developer (Internship)

Remote | February 2021 – May 2021

- Assisted in developing, customizing, and maintaining the organization's WordPress websites to support advocacy and awareness campaigns.
- Designed and optimized website pages for improved user experience, navigation, and responsiveness across devices.
- Collaborated with the communications team to upload, format, and manage content including articles, media, and event updates.
- Gained hands-on experience in WordPress theme customization, plugin integration, and content management.

EDUCATION

Bachelor of Science in Information Technology, Major in Information Management

Central Mindanao University | Graduated: 2023