



Maria Redillas



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Hello, I'm Maria – a **digital marketing professional specializing in content marketing and SEO.**



Throughout my career, I have earned several industry certifications that demonstrate my commitment to staying at the forefront of the evolving digital landscape.

With a decade of experience, I've partnered with businesses in a wide range of industries creating strategic, SEO-friendly content that resonates with audiences and aligns with brand objectives.

My passion is connecting businesses and audiences through compelling narratives and strategic digital marketing. I am always eager for new opportunities where I can apply my expertise and drive further growth and engagement.

Experience

Digital Marketing Coordinator

David Taylor Digital, United States – (Jul 2023 - Present)

In this role, I utilize the full spectrum of my skills in SEO and digital advertising, encompassing strategic planning and tactical execution.

Key responsibilities and skills include:

- **SEO:** In-depth keyword research, technical SEO audits, content optimization, citation building, backlink campaigns, competitor analysis, analytics setup, and KPI reporting.
- **Content Marketing:** Creation and management of content calendars, blog vetting and approval, editing various content types for SEO, and utilizing AI tools like ChatGPT for content generation.
- **Advertising:** Google Ads search and display campaign management, PPC campaign optimization, ad copywriting, competitor gap analysis, and performance tracking.

I excel at collaborating with account managers to ensure client satisfaction and staying updated on industry trends.

Skills: SEO, Content Marketing, Paid Media, Marketing Strategy

Digital Marketing Coordinator

DOXA Talent, Philippines – (Jul 2023 - Present)

As Digital Marketing Coordinator, I serve as a strategic digital marketing specialist for high-profile clients, delivering comprehensive SEO and digital advertising solutions within a dynamic agency environment.

Core Responsibilities:

- **SEO Strategy & Implementation:** Conduct comprehensive technical website audits, develop data-driven keyword strategies, optimize on-page content elements, execute local citation campaigns, build quality backlink profiles, and establish robust analytics frameworks for performance tracking
- **Content Optimization & Management:** Develop editorial calendars aligned with marketing objectives, oversee content production workflows, perform

quality assurance reviews for SEO alignment, and leverage advanced AI solutions to enhance content development efficiency

- **Digital Advertising Expertise:** Manage multichannel PPC campaigns including search and display networks, refine targeting parameters to maximize ROI, craft compelling ad copy variations, analyze competitive landscapes to identify market opportunities, and deliver detailed performance reports
- **Client Success Management:** Serve as a trusted marketing advisor for assigned accounts, translate technical concepts into actionable client recommendations, maintain consistent communication, and proactively identify opportunities for campaign enhancement

I consistently exceed client expectations by staying at the forefront of digital marketing trends and translating industry innovations into practical, results-driven strategies.

Technical Proficiencies: Google Analytics, Google Search Console, SEMrush, Ahrefs, Google Ads, AI content tools, Google Workspace

Digital Marketing Manager

Deer Designer, London – (Nov 2024–Jan 2025)

Led Deer Designer's marketing department with end-to-end strategic oversight, driving significant improvements in digital presence and cross-functional collaboration.

- **Marketing Leadership & Strategy:** Directed all marketing operations for Deer Designer, developing comprehensive strategies across SEO, content, social media, and email marketing channels that aligned with business objectives and growth targets
- **Process Optimization & Documentation:** Established and continuously refined marketing SOPs, creating efficient workflows that improved team productivity by streamlining content creation, approval processes, and campaign execution
- **SEO Enhancement:** Conducted comprehensive technical SEO audits of the company website, implementing data-driven optimizations that improved organic visibility of key service pages and historical blog content, resulting in increased search rankings and traffic

- **Cross-Departmental Collaboration:** Served as the primary marketing liaison across the organization, partnering with product, sales, design, and customer success teams to ensure consistent messaging and deliver timely marketing assets that supported company-wide initiatives
- **Performance Analytics:** Developed comprehensive reporting frameworks and interactive dashboards using Google Analytics and Data Studio, providing stakeholders with actionable insights on campaign performance, content engagement, and conversion metrics
- **Team Culture Development:** Actively contributed to fostering a positive team environment through mentorship initiatives, recognition programs, and collaborative workshops that enhanced team cohesion and performance
- **Technical Stack:** Leveraged diverse marketing technologies including Google Workspace, Notion (project management), Mangools (keyword research), SEMrush (competitive analysis), and Claude AI (content optimization) to maximize efficiency and performance

Skills: SEO, Project Management, Content Marketing, Marketing Strategy

Content Manager

By Gamers For Gamers, United Kingdom – (Apr 2023–March 2024)

As Content Manager for PC Guide, I oversaw all content creation and publication, ensuring brand consistency and optimizing for SEO to increase website traffic. My responsibilities included proofreading and editing articles, conducting keyword research, creating SEO-friendly headlines and meta descriptions, designing featured images, and securing exclusive interviews and other publication opportunities.

Skills: SEO, Content writing, WordPress, Digital Marketing, Proofreading, Content management, Content editing

Technical Account Manager, SEO

AffinityX, Philippines – (Apr 2023–Jul 2023)

As an SEO Technical Account Manager, I drive clients' online success through three core areas:

- **Technical and Content Optimization:** I conduct thorough website audits, addressing technical issues that hinder search engine performance. Additionally, I develop tailored content strategies to enhance relevance and

engagement, ensuring that websites rank higher in search results and attract targeted traffic.

- **Data-Driven Strategies:** I leverage in-depth keyword research and analysis to identify valuable opportunities for optimization. By continuously monitoring campaign performance and analyzing data, I make informed decisions to refine strategies and maximize results.
- **Client Collaboration and Education:** I foster strong relationships with clients, presenting proposals, delivering comprehensive reports, and providing training on SEO best practices. I believe in empowering clients with the knowledge and tools to understand and contribute to their own online success.

Skills: SEO, Content marketing, Digital marketing, Proofreading, Project management

Branded Content Manager

AffinityX, Philippines – (Jan 2023–Apr 2023)

As a Branded Content Manager, my primary responsibilities revolved around creating content strategies that aligned with business objectives, drove engagement, and delivered results.

- I excelled at developing and curating compelling content that resonated with target audiences across various channels.
- To achieve this, I leveraged a range of tools such as JIRA, Wrike, SEMrush, Google Analytics, and Google Workspace to streamline content creation and track performance metrics.

Skills: Content writing, Content strategy, Social media content planning, Digital marketing, Proofreading, Content management, Content editing

Skills

Content Marketing and Strategy

I am a master of the written word, crafting compelling, well-researched pieces that resonate with diverse audiences. I tailor my language and tone to suit the medium and target audience, ensuring my work is grammatically impeccable and rich in substance.

Not only that, but I excel in content strategy, creating and delivering valuable content that aligns with business objectives. Likewise, I develop comprehensive content plans, analyze target audiences, set achievable goals, and measure KPIs. My profound understanding of the customer journey allows me to position content effectively at each touchpoint, ensuring my content initiatives are always in sync with broader business goals.

SEO

As someone deeply versed in SEO, I know that great content is only as good as its visibility. I have a solid understanding of search engine algorithms and how to optimize content for maximum reach without compromising on quality.

My approach to SEO is holistic, encompassing everything from keyword research to meta descriptions. I rely on data-driven strategies and analytics to refine my tactics and achieve measurable results. In short, I make sure that the content I create doesn't just read well; it also ranks well.

Project Management

As a seasoned project manager, I transform complex initiatives into streamlined roadmaps for success. My methodical approach combines strategic planning with adaptive execution to consistently deliver results on time and within scope.

I excel in translating business objectives into actionable project plans, establishing clear milestones, and implementing effective tracking systems. My expertise spans the entire project lifecycle—from initial conception and requirement gathering to execution, monitoring, and evaluation.

What sets my project management approach apart is my ability to anticipate challenges before they materialize. I implement risk mitigation strategies proactively, maintain transparent communication channels, and leverage project management tools to ensure all stakeholders remain aligned and informed throughout the process.

Employee Relations

My background in Human Resource Management has equipped me with exceptional employee relations capabilities that foster productive, positive workplace environments. I understand that an organization's success hinges on effective interpersonal dynamics and employee engagement.

I specialize in developing and implementing initiatives that strengthen workplace relationships, improve communication, and enhance team cohesion. My approach focuses on creating transparent feedback mechanisms that address concerns before they escalate, while recognizing achievements to maintain high morale.

Through thoughtful conflict resolution strategies and a profound understanding of diverse workplace perspectives, I help create environments where employees feel valued, heard, and motivated to contribute their best work. This balanced approach to employee relations directly translates to improved retention, increased productivity, and stronger organizational culture.

Other skills

- Social media management

Tech Stack

- **CMS:** WordPress
- **Communications:** Slack, Zoom, Microsoft Teams, Discord
- **Workspace:** Google
- **SEO:** SEMrush, Mangools, AHREFS
- **Project Management:** Asana, Notion
- **CRM:** HubSpot
- **AI tools:** Claude AI, ChatGPT, Perplexity AI, Lumen 5

Certifications and Education

Google Ads Display Certification

- Google
- Issued Sep 2024, Expires Sep 2025
- [Credential](#)

Google Digital Marketing & E-commerce Certificate

- Coursera
- Issued Jun 2023
- [Credential](#)

Project Initiation: Starting a Successful Project

Foundations of Project Management

- Coursera
- Issued Jun 2023
- [Credential](#)

- Coursera
- Issued Feb 2023
- [Credential](#)

Google AI Essentials

- Coursera
- Issued Feb 2025
- [Credential](#)

Agile Project Management

- Coursera
- Issued Aug 2024
- [Credential](#)

Portfolio

These are links to published articles that I've worked on.

▼ AffinityX

- [Choosing the Right Social Media Platforms for Your Business](#)
- [Marketing Performance Measurement](#)

▼ MoneyGeek.com

- <https://www.moneygeek.com/insurance/homeowners/illinois-homeowners-insurance-calculator/>
- <https://www.moneygeek.com/insurance/homeowners/new-jersey-homeowners-insurance-calculator/>
- <https://www.moneygeek.com/insurance/homeowners/indiana-homeowners-insurance-calculator/>

▼ PC Guide (By Gamers For Gamers)

- [Photopea vs. Photoshop: Which Photo Editor is Right for You?](#)
- [Who Created Artificial Intelligence? An Overview of AI Pioneers](#)
- [Is Canva Good? A Comprehensive Review of the Design Platform](#)
- [Is Bluesky Social Safe? Examining the Security of the New Social Network](#)
- [Best Twitter Alternatives of 2023: Our 5 Top Picks](#)
- [How Do Network Switches Work? Demystifying the Backbone of Your Network](#)

- [Will Twitter Die? Analyzing the Future of the Social Media Giant](#)
- [Exclusive Writesonic Interview: Samanyou Garg Reveals the Secrets Behind the AI Writing Tool](#)
- [Can You Plug an Ethernet Cable Into a Wi-Fi Extender?](#)
- [What is 40 Mbps? Understanding Internet Speed and What It Means for You](#)

▼ Social Media Work

- https://www.instagram.com/p/B_CqZjvADhx/
- <https://www.instagram.com/p/Cow8umXt18p/>
- <https://www.instagram.com/p/Co90r4pObAP/>

▼ Other works

- [Amazon's Brand Protection Program](#)
- [Things You Need to Do Before Getting into Amazon's Affiliate Program](#)
- [Endodontist in Mississauga](#)
- [5 Ways Your Small Retail Business Can Prepare for the Holidays](#)
- [Intensive Tactics from Amazon SEO Firms](#)

Education

Bachelor's Degree in Business Administration major in Human Resource Management

2010–2014

References are available upon request.