

# Allan Diel Caranguian

SEO SPECIALIST · CONTENT & SEARCH STRATEGY

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## PROFESSIONAL SUMMARY

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SEO Specialist with 5+ years across agency and in-house work — much of it for law firms, nonprofits, and professional-services brands competing in YMYL niches. Full-stack search: keyword and competitor research, content strategy and writing, on-page and technical optimization, link building, local SEO, and reporting leadership teams actually read. WordPress-native with daily publishing experience; comfortable across Squarespace, Webflow, Weebly, and Hostinger. Available now for full-time remote roles, with working overlap across US, AU, and NZ time zones.

## PROFESSIONAL EXPERIENCE

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### 5 Borough Communications · Senior SEO Specialist Jul 2022 — 2026 · Remote (US agency)

- Led SEO for agency clients across legal, nonprofit, professional services, public relations, and community-focused industries.
- Served as account specialist for the Latin American & Caribbean Counsel Association (LA&CCA), owning its SEO content writing and social media management — every article on [la-cca.org/news](https://la-cca.org/news).
- Owned the news section for Counsel for Justice (CFJ), the charitable arm of the Los Angeles County Bar Association; client roster also included Castro Merchants Association and Friends of LA.
- Developed end-to-end SEO strategies per client: keyword and competitor research, SERP review, and content-gap analysis.
- Optimized pages, blog posts, landing pages, newsletters, metadata, headings, internal links, and image alt text; implemented directly in WordPress and Squarespace.
- Diagnosed and recovered a blog cluster hit by Google's September 2023 Helpful Content Update; re-audited through the March 2024 Core Update, restoring traffic and creating the team's algorithm-triage playbook.
- Built performance reports and strategic recommendations presented to client leadership teams.

### Virtudesk · SEO Blog Content Writer May 2022 — May 2024 · Remote

- Wrote SEO-focused blog articles supporting organic visibility and lead generation — topic research, keyword integration, and search-intent alignment.
- Crafted optimized headings, meta descriptions, and internal links; revised content for readability and brand consistency.
- Managed multiple concurrent content projects to deadline in a remote, cross-functional team.

### StarTechUp · SEO Specialist / Link Building Assistant Mar 2021 — May 2022 · Remote

- Ran link-building research, prospecting, and outreach preparation to strengthen domain authority.
- Identified and qualified relevant websites, directories, and outreach opportunities against campaign criteria.
- Maintained campaign databases and reports; assisted with competitor backlink analysis.

## SELECTED PUBLISHED WORK

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- **Latin American & Caribbean Counsel Association** — all articles at [la-cca.org/news](https://la-cca.org/news) (legal thought leadership for attorneys and corporate counsel)
- **Counsel for Justice** — all updates at [counselforjustice.org/news](https://counselforjustice.org/news) (program features and event coverage for LA's legal community)

- **Virtudesk** — SEO articles on [myvirtudesk.com/blog](https://myvirtudesk.com/blog), including "9 Tips on How to Do SEO for Medical Websites" and "12 Competitive SEO Content Writing Tips"

## TECHNICAL SKILLS

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**SEO & Analytics:** SEMrush, Ahrefs, Google Search Console, Google Analytics, Surfer SEO, Yoast SEO, Frase.io, Muck Rack

**Marketing:** Mailchimp, Constant Contact, Canva, HubSpot CRM

**AI Tools:** Claude, ChatGPT (research and drafting, human-verified before publish)

**CMS & Web:** WordPress, Squarespace, Webflow, Weebly, Hostinger

**Project Management:** Asana, ClickUp, Monday.com, Trello

**Collaboration:** Google Workspace, Microsoft Office, Notion, Slack, Zoom, RingCentral

## EDUCATION

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Bachelor of Science in Accountancy  
2009 — 2014

## KEY STRENGTHS

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Written & verbal communication · Organization · Attention to detail · Time management · Independent remote work · Adaptability