ANNA PATRICIA TOBIAS

Caloocan City, Philippines | https://www.linkedin.com/in/aptobias/

PROFESSIONAL SUMMARY

Data-driven SEO Specialist with 2 years of experience in on-page, technical, and off-page SEO. Proven track record of improving organic visibility, managing high-performing backlink campaigns, and building responsive WordPress sites. Certified SEO Professional (HubSpot) with expertise in leveraging analytics tools (Google Analytics, SEMrush, Ahrefs) to drive strategic decision-making.

WORK EXPERIENCE

Estate Online (RealtySEO) **July 2025 – July 2026**

SEO Analyst

- Optimized on-page elements (meta titles, descriptions, headers, and internal linking) to improve keyword rankings and user engagement.
- Conducted comprehensive keyword research targeting national and local search intent to drive high-quality traffic.
- Managed and optimized 20+ Google Business Profiles (GBP), improving local search visibility through consistent updates and local SEO strategies.
- Performed in-depth technical audits to resolve indexing errors, crawl issues, broken links (404s), and redirects using Google Search Console.
- Collaborated with content teams to integrate SEO best practices into blog posts and service pages, increasing organic visibility.
- **Off-Page:** Executed link-building campaigns via guest posting, HARO, niche edits, and directory submissions, successfully acquiring high-authority backlinks.
- Built and maintained local citations using BrightLocal to support local ranking efforts.

KGB Digital **January 2024 – August 2025**

SEO Specialist & WordPress Developer

- Built and maintained WordPress websites using page builders and SEO best practices to improve usability and performance.
- Implemented on-page SEO, including keyword optimization, metadata, internal linking, and content improvements to increase search visibility.
- Audited and resolved technical SEO issues, including page speed, broken links, indexing, and website performance problems.
- Created and optimized SEO-friendly website content and blog articles to strengthen organic search performance.
- Executed backlink outreach and citation campaigns to improve website authority and local visibility.

SKILLS & CERTIFICATIONS

Skills: Off-Page SEO, On-Page SEO, Technical SEO, Local SEO, Funnels & Automation, Web Design, Content Writing and Optimization.

Certifications:

- Search Engine Optimization - ProVA - August 2024
- Seo Certified - Hubspot - February 2026