KIRK LESTER OLAYER

SEO Specialist · Customer Service Representative · Data Analyst

Tacloban City, Philippines · LinkedIn

PROFILE

IT Support, SEO, and Data Analytics professional with 2+ years of US banking customer service experience and hands-on results in search engine optimization and data analysis. Led an SEO effort that took sova.ph to the #1 search position for call center agent and VA hiring searches. Certified in Full Stack Data Analytics (Excel, Power BI, SQL, Python). Comfortable moving between a support ticket, a keyword report, and a dashboard.

EXPERIENCE

Care Representative *2023 — Present* Teleperformance — US Banking Client

- Supported a US banking account for 2+ years, resolving customer issues under strict compliance and accuracy standards.
- Recognized as Top Performer (2024) and for Customer Service Excellence (2023).

SEO OJT / Workshop *2024*

PinoySEO — School of Virtual Assistance (SOVA)

- Completed a 6-week SEO with WordPress bootcamp covering keyword research, on-page, and off-page SEO.
- As part of a team project, ranked sova.ph #1 in search for call center agent and VA hiring-related keywords.

Data Analytics Engagement *2025* Excelerate

- Applied data cleaning and analysis skills to real project work, including a flood control (DPWH) data analysis exercise.

IT Support Intern *485 hours* DENR

Region 8

- Provided IT support within a government office, gaining hands-on experience with real infrastructure and support tickets in a public-sector environment.

Freelance — SEO & Web Development *Ongoing* Independent

- Part-time freelance work in SEO fundamentals and web development, including building and maintaining a personal portfolio site with on-page SEO best practices.

CERTIFICATIONS

- Certified Data Analyst — Full Stack Data Analytics (Excel, Power BI, SQL, Python), 60 hrs — ExcelHelpLine, May 2026
- Data Analytics Level 1 — Excel, Power BI, 60 hrs — ExcelHelpLine, Mar 2026
- Python Programming Level 3 — Data Handling, Automation, Visualization, 16 hrs — ExcelHelpLine, May 2026 ● 6-Week SEO with WordPress Bootcamp — PinoySEO / SOVA-Cebu, Nov 2024

SKILLS

SEO: Keyword research, on-page & off-page SEO, WordPress, Google Search Console

Data Analytics: Excel, Power BI, SQL, Python, Pandas, data cleaning & visualization
Customer Service / IT: Banking compliance, troubleshooting, documentation, IT support

EDUCATION

BS in Information Technology — ACLC Computer College, Tacloban City · 2023