

# Frances Vinn Bautista

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Digital Marketer • SEO Strategist • Content Systems Builder

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## Profile

Digital Marketing Specialist with 10 years of combined traditional and digital marketing experience, including 4+ years in SEO and content systems. Skilled in optimizing large-scale content, managing multi-platform social campaigns, and building strategies that strengthen visibility and engagement. Known for being detail-oriented, adaptable, and focused on delivering measurable improvements in traffic, conversions, and brand growth.

## Key Achievements

- Optimized and maintained a large library of blog posts and recipes across two U.S. food blogs, improving search visibility and content structure.
- Managed social media campaigns and content calendars across multiple platforms (Pinterest, Facebook, Instagram, LinkedIn, Twitter, Telegram), contributing to stronger brand engagement.
- Supported regional marketing campaigns in four Asian markets, adapting content and SEO strategies to increase cultural relevance and audience reach.

## Core Skills

**SEO & Analytics:** Keyword research, on-page SEO, link building, SEMrush, Ahrefs, Google Analytics, Search Console, Screaming Frog

**Content & Social Media:** WordPress, Elementor, Canva, Hootsuite, Buffer, Pinterest, Facebook, Twitter, LinkedIn, Instagram, Telegram

**Content Creation:** Blog optimization, copywriting, captions, video scriptwriting, promotional banners, newsletters

**Email & CRM Tools:** ConvertKit, Agile, Bitrix, Snov.io

**Optimization:** Page speed improvements, site audits, technical SEO fixes

**Traditional Marketing:** Brand promotions, events, customer relations, campaign coordination

**Soft Skills:** Communication, organization, problem-solving, time management

## Professional Experience

### **Blue Vista LLC – SEO Specialist (Remote, Oct 2023 – Jul 2025)**

- Optimized 2,000+ recipes and blog posts across two U.S. food blogs, driving organic traffic and improving search visibility.
- Strengthened internal linking, fixing orphaned posts and building content hubs to enhance crawlability and engagement.
- Updated recipe cards with schema, nutrition data, and structured formatting for better SERP performance.
- Implemented keyword strategies aligned with Google core updates, stabilizing traffic during algorithm shifts.
- Created optimized Pinterest graphics and captions, growing impressions and referral traffic.
- Assisted in email campaign setup and automation via ConvertKit, increasing subscriber engagement and retention.

### **11ic – SEO Specialist & Social Media Manager (May 2023 – May 2024)**

- Conducted keyword research in the iGaming niche, identifying high-volume, high-conversion terms.
- Optimized SEO-driven blogs and articles, boosting rankings in a competitive space.
- Applied technical SEO fixes (site speed, mobile optimization, metadata) to improve usability and crawl performance.
- Developed social media content calendars with captions for multiple platforms, increasing audience engagement.
- Supported link-building campaigns through guest posting and directory submissions.

### **Ideal Focus Inc. – Digital Marketing Coordinator (Apr 2021 – May 2023)**

- Built and optimized websites with WordPress, Wix, and Duda while applying SEO best practices.
- Indexed new sites through Google Search Console to accelerate visibility and organic discovery.
- Conducted keyword research with SEMrush to refine content strategies and improve rankings.
- Created localized content for Malaysia, Thailand, Vietnam, and Japan, boosting regional reach and cultural relevance.

- Wrote content for promotional casino banners, scripts for marketing videos, and email copy for newsletters, strengthening campaign engagement.
- Reviewed and suggested improvements for design assets produced by graphic designers.
- Produced social media content and captions for Pinterest, Facebook, Twitter, LinkedIn, Instagram, and Telegram, managed via Hootsuite.
- Focused on KPI-driven campaigns targeting website sign-ups and conversions.
- Applied PageSpeed Insights recommendations to improve load speed and user experience.
- Monitored analytics data and adjusted campaigns to increase engagement and retention.

### **Earlier Experience (2015 – 2021)**

- Managed traditional marketing campaigns including brand promotions, events, and customer engagement.
- Coordinated campaigns and customer relations, building a strong foundation before transitioning fully into digital marketing.

### **Education**

La Consolacion College Biñan | 2011–2015

Bachelor of Business Administration – Marketing Management

Iskolar ng Biñan