

# RON KEVIN A. PELIGRINO

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## SUMMARY

Detail-oriented Local SEO and Citation Building Specialist with 3 years of experience creating high-quality citations, managing manual link outreach, and ensuring NAP consistency. Skilled in Google Business Profile optimization, duplicate listing resolution, and sourcing niche-specific link opportunities to boost local search rankings.

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## WORK EXPERIENCE

**Citation Submission Professional | BrightLocal** **Aug 2022 - July 2025**

- Produced 2,000+ accurate, NAP-consistent citations monthly across general, niche, and location-based directories, boosting local search rankings for 50+ small and medium-sized business clients each month.
  - Maintained 100% NAP accuracy across all listings, resulting in improved Google Map Pack visibility and consistent search performance.
  - Resolved 95% of duplicate, inconsistent, or suspended listings within 48 hours, protecting client rankings and online credibility.
  - Worked on 50+ client citation projects simultaneously each month, delivering all on time with zero missed deadlines.
  - Conducted manual outreach via email, contact forms, and social media to fix incorrect citations and secure new backlink opportunities.
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## EDUCATION

**Bachelor of Science in Information Technology**

**Aug 2018 - June 2022**

Major in Information Management  
Central Mindanao University

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## ADDITIONAL INFORMATION

- Fully remote work experience with international teams.
  - Strong written communication for outreach messaging and client updates.
  - Highly organized; able to manage high-volume citation and link building projects.
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## CORE SKILLS AND TOOLS

- Manual citation building (general, niche, and location-based)
- Citation cleanup and NAP consistency audits
- Duplicate listing research and resolution
- Google Business Profile optimization
- Link prospecting and manual outreach campaigns
- SEO tools: BrightLocal, SEMrush (basic), Ahrefs (basic)
- Project tracking: Google Sheets, Slack, Loom
- Following and documenting standard operating procedures (SOPs)