



# GEE ANNE BARBARONA

WordPress Designer | SEO

I help busy service providers with SEO-optimized WordPress websites that boost organic traffic and enhance online visibility, without relying on paid ads.

## CONTACT

- +639945882496
- geebarbaronava@gmail.com
- [linkedin.com/in/geeanne/](https://www.linkedin.com/in/geeanne/)
- Portfolio
- Davao City, Philippines 8000

## EDUCATION

### BS in Civil Engineering

University of Southeastern  
Philippines  
2015-2021

## TOOLS

- Shopify
- Wix
- Systeme.io
- GoHigh Level
- Canva
- Figma
- GoDaddy
- Hostgator
- Cpanel
- WordPress
- Elementor
- Woocommerce
- AISEO
- Google Search Console
- Ubersuggest
- SEMrush
- Chatgpt

## WORK EXPERIENCE

### WORDPRESS, SHOPIFY & SEO | THOMAS CONSULT JULY 2025 - OCTOBER 2025

#### WORDPRESS

- Customized and modified WordPress templates to create fully functional, responsive websites.
- Produced, optimized, and published blog content leveraging AI tools (ChatGPT) for engagement and SEO performance.
- Implemented on-page SEO strategies and resolved site-wide SEO issues to improve search visibility.
- Troubleshoot and resolved technical website issues to ensure optimal performance and user experience.
- Performed technical SEO enhancements, including CSS minification and reducing HTTP requests for faster load times.
- Integrated and optimized Local Business Schema to improve local search rankings.
- Configured and corrected Open Graph meta tags for improved social media sharing.
- Scanned, identified, and fixed broken links to maintain site credibility and usability.
- Conducted keyword research, competitor analysis, and ongoing SEO monitoring using Ahrefs and Google Search Console.
- Installed and configured Google Analytics and Google Tag Manager to track performance and user behavior.

#### SHOPIFY

- Customized and modified the Dawn theme to design and develop a Shopify store for a hydrogen water bottle brand.
- Created product bundles to enhance sales and improve customer purchasing options.
- Implemented a video slider feature to showcase products in an engaging and dynamic format.
- Designed and integrated an announcement bar with marquee effects for improved visibility of promotions and updates.

## WORDPRESS SKILLS

- WordPress Installation & Hosting Setup
- Plugin Integration
- Page Builder Expertise
- Responsive Design
- Website Performance Optimization
- E-commerce Website Setup
- Website Migration
- Blog Setup & Management
- Troubleshooting & Debugging

## SEO SKILLS

- SEO Audits & Reporting
- Keyword Research
- On-Page SEO
- Image Optimization
- Blog SEO
- Backlink Strategy & Link Building
- Local SEO
- Site Speed Optimization
- SEO Audits & Reporting
- SEO Copywriting Basics

## WORK EXPERIENCE

### WORDPRESS DESIGNER & SEO | KRAFT COMMUNICATIONS

#### JUNE 2024 – JUNE 2025

- Designed and built a customized e-commerce website using GoDaddy and WordPress.
- Utilized Elementor Pro and WooCommerce to manage and showcase over 2,000 products.
- Customized and modified existing themes and templates to meet client requirements.
- Managed and optimized the website database for improved performance.
- Troubleshoot and resolved website issues in a timely manner.
- Implemented responsive design for optimal display across all devices.
- Conducted thorough testing and quality assurance before deployment.
- Provided technical support and guidance to the client throughout the project.
- Conducted site audits using tools such as AIOSEO, Google Search Console, Ubersuggest, and PageSpeed Insights.
- Performed market and keyword research, analyzing search intent, competition, and seasonal trends.
- Improved site speed and mobile responsiveness to enhance user experience.
- Optimized image alt text, meta tags, headers, and internal linking across key pages to boost keyword relevance.
- Ensured best practices in image optimization, keyword density, and URL formatting.
- Developed high-quality, SEO-driven blog content to improve organic visibility.
- Built high-quality backlinks through outreach and ethical link-building practices.
- Provide monthly performance reports.

### DIGITAL MARKETING ASSISTANT | OCEAN STUDIO 360

#### MARCH 2024 – AUGUST 2024

- Collaborate with team members to implement website layout and design.
- Write SEO optimized website content and blogs using ChatGPT.
- Utilized AIOSEO to optimize meta titles, meta descriptions, and focus keywords for every page and blog post, ensuring alignment with search intent.
- Structured content using proper header hierarchy (H1, H2, H3) to improve readability and SEO relevance.
- Implemented strategic internal linking to guide crawlers and distribute link equity across high-priority pages.
- Compressed and optimized all website images.
- Applied descriptive and keyword-rich alt text to all images.
- Renamed image files with SEO-friendly naming conventions.
- Monitor and analyze website performance.
- Conduct testing and quality assurance.
- Assist in website migration and updates.
- Create social media posts and copy for Instagram, Facebook, and LinkedIn using Canva, and scheduling content through Metricool.

## WORDPRESS SKILLS

- WordPress Installation & Hosting Setup
- Plugin Integration
- Page Builder Expertise
- Responsive Design
- Website Performance Optimization
- E-commerce Website Setup
- Website Migration
- Blog Setup & Management
- Troubleshooting & Debugging

## SEO SKILLS

- SEO Audits & Reporting
- Keyword Research
- On-Page SEO
- Image Optimization
- Blog SEO
- Backlink Strategy & Link Building
- Local SEO
- Site Speed Optimization
- SEO Audits & Reporting
- SEO Copywriting Basics

## WORK EXPERIENCE

### WORDPRESS DESIGNER | BRANDREP

OCTOBER 2023 – MARCH 2024

- Design and develop 1-2 custom websites per day from scratch using WordPress, and Elementor.
- Edit client-owned websites based on their specific requests.
- Update and publish 6-12 blogs daily.
- Redesign and migrate a Wix website to WordPress.
- Responsive design and implementation.
- Implement on-page SEO best practices, including keyword-rich meta titles, descriptions, headers, and internal linking structures.
- Added and optimized image alt text.
- Conduct testing and quality assurance.

### SHOPIFY DESIGNER | G LIGHT LEDS

NOVEMBER 2023 – JANUARY 2024

- Designed and developed a fully customized Shopify website from scratch, showcasing a dynamic catalog of 50+ products.
- Managed end-to-end product setup, including adding detailed product listings, images, pricing, and variant configurations.
- Offered ongoing technical support and expert guidance to the client to ensure smooth website operation and ease of use.

### GENERAL VIRTUAL ASSISTANT | CREDIT BULLY

JULY 2022 – OCTOBER 2023

- Perform administrative tasks such as managing schedules, data entry, and facilitating basic integrations.
- Encode client information to Google Sheets. Address clients' inquiries, comments, and messages through the CRM system.
- Manage the employer's Facebook and Gmail accounts.
- Post rental properties in FB Groups and Marketplace, Furnished Finder, Airbnb, and Craigslist.
- Research agreements with furnishers and debt collectors.
- Draft and compile correspondence such as dispute letters, complaints, arbitration requests, and introductory emails.
- Examine and assess credit reports, providing concise summaries of their information.
- Retrieve, review, and analyze credit reports.
- Utilize credit repair software to generate and modify personalized letters tailored to clients' needs.
- Carry out additional tasks as assigned.

### OFFICE ENGINEER | LAK-K BUILDERS CO.

MARCH 2021 – NOVEMBER 2021

- Create and arrange technical documents, inventory records, daily reports, bills of materials, bidding documents, and purchase orders.
- Engage in negotiations with project stakeholders and suppliers.
- Communicate and reply to clients, project stakeholders, and suppliers.
- Generate and send invoices to clients for products or services rendered, including detailed information such as itemized charges, quantities, and payment terms.
- Effectively oversee and control the stock of construction materials, ensuring accurate records of quantities, tracking incoming and outgoing items, and coordinating with suppliers to maintain optimal inventory levels.
- Accurately calculate and generate employee payroll, considering factors such as hours worked, overtime, deductions, and benefits, while adhering to relevant legal requirements and company policies.
- Efficiently manage the purchase order process, including creating, verifying, and tracking orders for necessary goods or services, coordinating with vendors, and ensuring timely delivery while maintaining cost-effectiveness.