

Charisse Marie Almagro

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IT professional specializing in WordPress content management and SEO optimization with 4 years of hands-on experience. Proven ability to manage multiple websites simultaneously, optimize hundreds of product listings, and achieve first-page Google rankings. Expertise in WordPress, WooCommerce, Yoast SEO, and content strategy for diverse industries including e-commerce, travel, and lifestyle brands. Strong background in product research, content creation, and implementing SEO best practices to drive organic visibility and user engagement.

EXPERIENCE

WordPress Content Specialist

2021 - 2025

DumaSpace IT Solutions, Dumaguete City, PH

- Managed content for multiple WordPress websites across multiple industries including travel, e-commerce, and lifestyle brands
- Created and optimized 500+ product listings for fragrance and sunglasses e-commerce sites using WooCommerce
- Conducted comprehensive product research including image sourcing, competitive analysis, and description writing
- Implemented SEO best practices using Yoast SEO plugin, resulting in multiple pages achieving first-page Google rankings
- Developed and maintained content for travel agency WordPress site, ensuring brand consistency and user engagement
- Collaborated with design and development teams to ensure content aligned with website aesthetics and functionality

Order Processing Specialist (Part-time)

2021 - February 2025

20four7VA, Remote

- Processed 20-30 Amazon orders daily for custom stamp manufacturing business with 99% accuracy
- Designed custom layouts for personalized stamp orders using graphic design tools
- Coordinated order fulfillment workflow between customer requests and production team
- Maintained detailed order tracking system to ensure timely delivery and customer satisfaction

TECHNICAL EXPERTISE

WordPress & WooCommerce Management

Content Management & E-commerce

Content creation, product catalog management, inventory optimization, SEO-friendly content writing, image sourcing and optimization, brand consistency maintenance, multi-site management (4 years)

SEO Optimization

Search Engine Optimization

Yoast SEO implementation, keyword research, on-page optimization, meta descriptions, content structure optimization, competitive analysis, first-page ranking achievement (4 years)

Content Strategy & Development

Digital Content Creation

Product research, compelling copywriting, image curation, content planning, user engagement optimization, brand voice consistency (4 years)

Design & Visual Content

Graphic Design Tools

Canva for social media and marketing materials, CorelDRAW basics, image editing and optimization, visual content creation for web (4 years)

Technical Skills

Web Development & Database

HTML/CSS fundamentals, web development basics, database management, programming languages, computer systems (4 years academic + practical)

EDUCATION

Bachelor of Science in Information Technology

2021 - 2025

Asian College, Dumaguete Campus, PH