

MERVIN SARSALE

SEO SPECIALIST | AI-ASSISTED SEO ANALYSIS | DIGITAL MARKETING

Cebu City, Philippines | mervin@mervinsarsale.com

PROFESSIONAL SUMMARY

SEO-focused digital marketing professional with experience supporting a Singapore-based marketing team in Ahrefs-driven SEO audits, keyword and competitor research, website content reviews, and performance reporting. Uses Claude, ChatGPT, and dashboard prototypes to investigate SEO opportunities, organize recommendations, and plan review-first automation workflows. Experienced in communicating actionable next steps, with additional Google Ads and Meta Ads background. Seeking a remote SEO role combining analytical work with practical AI tools.

CORE SKILLS

SEO Audits & Technical Issue Review • Ahrefs • Keyword & Competitor Research • On-page Content Recommendations • SEO Reporting & Dashboards • AI-Assisted SEO Analysis • Prioritized Action Plans • Website & WordPress Updates • Google Ads • Meta Ads

PROFESSIONAL EXPERIENCE

Marketing Specialist | Equinet Academy — Singapore (Remote)

Feb 2026 – Oct 2026 • Full-time contract employee

- Reviewed SEO performance and technical issues using Ahrefs; investigated keyword opportunities, competitor visibility, and ways to improve site content and search performance.
- Supported SEO-focused content and on-page recommendations, alongside paid search and social campaigns using Google Ads and Meta Ads.
- Prepared SEO findings and clear implementation recommendations for website and landing-page updates, with attention to measurement and reporting.
- Designed AI-assisted SEO reporting and monitoring workflows using Claude, ChatGPT, Make, and ClickUp; kept recommended changes subject to human review.

Digital Marketing Specialist | Kangen Singapore — Singapore (Remote)

Feb 2026 – May 2026 • Freelance; concurrent with Equinet Academy

- Supported Google Ads and Meta Ads campaigns, social media management, website updates, and day-to-day digital marketing activities.
- Contributed to campaign monitoring, marketing content, and lead-generation activities, with occasional SEO support.

Marketing Specialist | Equinet Academy — Singapore (Remote)

Sep 2025 – Dec 2025 • Part-time employee; concurrent with Accenture

- Supported SEO and digital marketing activities, including campaign research, performance reviews, paid ads, and website content updates.

Technical / Sales Representative | Accenture — Philippines

Jun 2024 – Jan 2026 • Full-time employee

- Provided technical troubleshooting and consultative sales support to international customers in a KPI-driven environment.
- Identified customer needs, recommended solutions, and supported upselling and issue resolution.

EARLIER PROFESSIONAL EXPERIENCE

Real Estate Sales Representative | La-Familia Capital Management Group — Texas, USA (Remote)

Sep 2023 – Mar 2024 • Freelance

- Generated and qualified leads through outbound calling, property research, negotiation, and customer follow-up.

Sales Representative — Travel Account | Dyninno Philippines

Sep 2021 – Sep 2023 • Full-time

- Converted travel inquiries into bookings; used GDS and CRM systems for reservations, follow-ups, and customer management.

Customer Service Representative — Sprint Account | Eperformax

Mar 2019 – Sep 2020 • Full-time

- Resolved telecom billing, service, and technical issues while supporting customer retention.

Customer Service Representative — Travel Accounts | Teleperformance

Feb 2018 – Nov 2018 • Full-time

- Assisted customers with travel bookings, service inquiries, and issue resolution.

Customer Service Representative | Terratek Business Consulting

Jul 2016 – Jun 2017 • Full-time

- Provided customer support, product guidance, and issue resolution.

AI & AUTOMATION PROJECT EXPOSURE

Interactive SEO dashboards: Prototyped views for SEO health, keyword movements, competitor comparisons, and priority opportunities.

SEO analysis & reporting: Structured Ahrefs-led technical issue reviews, competitive findings, and recurring performance summaries.

Recommendations & execution planning: Turned findings into prioritized actions, suggested fixes, and verification steps; drafted ClickUp instructions for approval before implementation.

AI-assisted workflow design: Planned Make-based SEO monitoring and reporting with duplicate-check and approval safeguards; explored n8n use cases.

AI prototyping: Used Claude Code and ChatGPT for dashboard, website, and application concepts; introductory GitHub, Vercel, and Neon exposure.

TOOLS & PLATFORMS

Ahrefs • Google Search Console • Google Analytics 4 (GA4) • Microsoft Clarity • Google Ads • Meta Business Suite • TikTok Ads Manager • WordPress • Google Docs & Sheets • CRM / GDS • ChatGPT • Claude • Make • n8n • ClickUp • GitHub / Vercel / Neon (introductory)

EDUCATION

Mambaling National High School | Secondary Education