

JOSHUA DAVID GAWAT

SEO Specialist & WordPress Developer

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SUMMARY

SEO Specialist and WordPress Developer with hands-on experience running full technical SEO audits, resolving indexing issues, and building WordPress sites and pages for client requirements. Increased indexed pages on a company website from 11 to 42 (a 282% increase) through Search Console monitoring and remediation. Combines on-page SEO execution with development skills (WordPress, PHP), data visualization (Looker Studio), and email/ad marketing tools (Mailchimp, Google Merchant Center, Google Ads).

SKILLS

- Technical SEO Audits — Rank Math, Screaming Frog, Google Search Console
- Indexing Diagnosis & Recovery
- Keyword Research & On-Page Optimization
- Link Building
- WordPress Development — PHP, HTML/CSS, CMS, site builds, page development, maintenance
- Data Visualization — Looker Studio (Google Data Studio), multi-source dashboards
- Email Marketing — Mailchimp campaign management
- Google Merchant Center & Google Ads support
- On-page SEO — meta tags, title tags, schema markup, keyword targeting
- Digital Marketing — SEO, e-commerce marketing, campaign support
- Content Creation — basic video editing and ad/banner design

EXPERIENCE

SEO & Digital Marketing Intern

June – July 2026

Data2Stats Consultancy Inc. — Pasig City, Metro Manila (Remote)

- Led a comprehensive technical SEO audit and optimization of data2stats.com using Rank Math, Screaming Frog, and Google Search Console
- Diagnosed and resolved indexing issues, increasing indexed pages from 11 to 42 (a 282% increase), verified through Search Console reporting
- Improved Rank Math SEO scores across all pages from a range of 0–70/100 to a consistent 82–100/100
- Rewrote meta descriptions, title tags, and on-page content sitewide to align keyword targeting with search intent
- Built a Franchise Pacing Dashboard in Looker Studio, integrating multi-platform data sources for a franchise performance case study
- Wrote SEO-optimized blog content, including "On-Page SEO Made Simple: What Every Page on Your Site Needs"
- Supported email marketing efforts via Mailchimp
- Awarded the "Digital Architect" Award for exceptional technical expertise and commitment to building high-quality digital solutions

Web Developer / IT Support

Sept 2024 – 2026

Rypaci I.T. Solutions — Davao City (OJT, Absorbed to Full-Time)

- Developed and maintained 8 WordPress websites using PHP, ensuring stability and scalable functionality
- Created 2 full websites and co-developed additional projects based on client requirements
- Built and updated multiple pages according to client specifications and content needs
- Implemented on-page SEO improvements including site structure, meta tags, and performance optimization
- Managed Google Merchant Center product feeds and supported Google Ads campaigns to improve visibility and traffic

- Handled Mailchimp email marketing campaigns for client products, including product updates and promotional emails

EDUCATION

Bachelor of Science in Information Technology
AMA Computer College — Davao City
GPA: 1.25 / 1.0 scale (Philippine grading scale, 1.0 highest)

Aug 2021 – June 2026

CERTIFICATIONS & AWARDS

- "Digital Architect" Award — Certificate of Achievement, Data2Stats Consultancy Inc. (2026)
- Certificate of Internship, Data2Stats Consultancy Inc. (2026)
- Certificate of Completion — 486 hours On-the-Job Training, Rypaci I.T. Solutions (Sept 2024 – Jan 2025)

LANGUAGES

Filipino — Fluent | English — Fluent

REFERENCES

Professional References Available Upon Request