Roel Mahalin

SEO Specialist & AI Automation Specialist

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PROFILE

Results-driven SEO Specialist and AI Automation Specialist with 10+ years of experience optimizing websites and improving organic search visibility. Proficient in developing and implementing SEO strategies that improve rankings and attract targeted organic traffic, from keyword research and on-page optimization to technical audits and link building. Builds AI-powered workflows with Claude and ChatGPT that speed up SEO audits, keyword research, content creation, and client reporting. Data-driven, with strong communication skills and experience working with clients in the UK, Northern Ireland, US, and Philippines.

EXPERIENCE

SEO & AI Automation Specialist

OIR (Online Internet Results) | 2024 – Present

- Manage SEO, content strategy, and digital marketing for clients in the UK, Northern Ireland, US, and Philippines.
- Build AI-powered workflows with Claude and ChatGPT to automate SEO audits, keyword research, and content creation.
- Automate monthly client reporting and task management to deliver faster, data-driven results.
- Technical SEO, on-page optimization, and link building for e-commerce and service websites.

SEO Specialist

Reach Digital Group Company | 2021 – 2024

- Competitor analysis and keyword research.
- On-page optimization and website audits / technical SEO.
- Link building via email outreach.

SEO Specialist

Core Conversion Marketing Solutions | 2016 – 2018

- Keyword research to identify target keywords and phrases for pages and blog posts.
- Optimized title tags and meta descriptions to improve click-through rates and SERP visibility.
- Ran technical SEO audits and resolved issues affecting performance and search visibility.
- Developed and executed link building strategies to earn authoritative backlinks.
- Optimized images (compression, descriptive alt text) for speed and accessibility.
- Created keyword-optimized blog content; tracked organic traffic, bounce rate, and conversions in Google Analytics.
- Competitor analysis to identify strengths and weaknesses and adapt SEO strategy.

WordPress Web Designer / On-Page SEO

Freelance | 2013 – 2016

- Designed user-friendly, responsive websites by customizing WordPress themes to client branding.
- Integrated and configured plugins and widgets to improve functionality and user experience.
- Tested for cross-browser compatibility and quality before launch.
- Applied SEO best practices to site structure, metadata, and content.

SKILLS

SEO

- Technical SEO
- On-Page SEO
- Off-Page SEO
- Keyword Research & Competitor Analysis
- E-commerce SEO (Shopify, WooCommerce)

AI Automation

- Claude / ChatGPT Workflows
- AI-Assisted SEO Audits & Keyword Research
- AI Content Creation
- Automated Client Reporting

PPC & Web

- Google Ads
- Facebook Ads
- WordPress Web Design
- HTML
- Content Publishing