Benjie Wong Gorio

SEO & Digital Marketing · Customer Service Operations

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Work authorization: Taiwan ARC holder — eligible to work in Taiwan. Open to on-site/hybrid roles across Taiwan (preferably Taipei, New Taipei, Taoyuan or Taichung) and remote roles worldwide

Languages: English (fluent), Tagalog (Filipino) (native), Ilocano (conversational), Mandarin Chinese (basic), Cantonese (basic)

PROFESSIONAL SUMMARY

Operations and digital marketing professional with 20+ years of experience across two tracks. Customer service: 9 years at SiTEL supporting major North American accounts (AT&T/BellSouth, RCN, Horizon BCBS of New Jersey, Web.com), rising from Tier 1 and Tier 2 technical support to Team Leader, Escalation Coach and Team Manager, and acting as Operations Manager for a 70+ employee customer service center. SEO and digital marketing: 12 years at SEO Vendor (2014–2026), including 8+ years as SEO Project Manager, covering technical SEO, keyword and entity research, and GEO/AEO (AI search) optimization. Most recently managed data processing and digital marketing in Taipei. Known for coaching teams, hitting KPIs and SLAs, clear reporting and reliable remote work.

CORE SKILLS

- Customer service & BPO operations
- Team leadership, coaching & training
- SLA, AHT & quality management
- Escalation handling (Tier 1 & 2)
- Client communication & business reviews
- Data processing & quality control
- Technical SEO & on-page optimization
- Keyword & entity research
- GEO / AEO (AI search visibility)
- Link-building QA
- Rank & traffic analysis, KPI reporting
- Project management & reporting

PROFESSIONAL EXPERIENCE

SEO Project Analyst (part-time) — **Sep 2025 – Oct 2026**

SEO Vendor · Remote, Taipei, Taiwan

- Ran keyword and entity research to shape on-page, content and link strategies for client websites.
- Implemented technical SEO fixes in site back ends using industry-standard tools and basic HTML/CSS/JavaScript.
- Recommended and applied GEO/AEO optimizations to improve brand visibility in AI search answers.
- Analyzed rankings and traffic per project, investigated under-performance and kept KPIs on or above target.
- Defined link-building requirements, quality-checked built links, and published and optimized client blog articles.
- Briefed the team on Google algorithm updates and produced weekly strategy reports.

Data Processing Manager & Digital Marketing Manager — **Jul 2023 – Jun 2026**

United Brokers Inc. (連樺企業有限公司) · Taipei, Taiwan

- Managed the collection and processing of client information and led the data-entry / case-processing team.
- Trained staff on procedures and documentation standards; reviewed applications for missing, inconsistent or incorrect details before submission.
- Maintained accurate client records in company systems.
- Led digital marketing: keyword research, technical SEO and site updates, link QA and performance troubleshooting.
- Managed the company's social media and delivered weekly strategy and progress reports to management.

SEO Project Manager — **Nov 2016 – Mar 2025**

SEO Vendor · Remote, Taipei, Taiwan

- Owned client SEO deliverables end to end, from audit and strategy through on-site implementation and reporting.
- Assigned and scheduled tasks for team members and monitored project timelines.
- Built weekly and monthly performance reports and evaluated strategy results against KPIs.
- Kept the team current on Google updates and best practices.
- Answered client questions and attended monthly business meetings with clients.

SEO Project Analyst — **Jul 2014 – Nov 2016**

SEO Vendor · Remote, Taipei, Taiwan

- Optimized client websites from the back end using approved tools and basic coding.
- Specified link-building requirements and quality-checked delivered links.
- Analyzed rankings and traffic, diagnosed poor performance and recommended fixes.
- Shared Google update briefings with the team and prepared weekly strategy reports.

Team Manager / Officer-in-Charge to the Operations Manager **Feb 2010 – Nov 2013**

SiTEL Corp. Philippines · Baguio City, Philippines · Horizon Blue Cross Blue Shield of New Jersey account

- Managed team and account attendance, hourly service-level and AHT performance, and same-shift closure of service-request tickets.
- Coached agents after every monitoring session and followed up on weekly team and individual action plans.
- Joined calibration sessions with the U.S. sister site (Asheville) and rolled out process updates.
- Acted as Operations Manager (OIC) for a 70+ employee customer service center when required: weekly business reviews with corporate, staffing calls, client updates, and point person for production-floor outages.

Escalation Coach / Team Manager / Team Leader **Mar 2007 – Feb 2010**

SiTEL Corp. Philippines · Baguio City, Philippines · RCN Corporation account — cable, high-speed internet, voice & video

- Managed supervisor and agent performance; submitted daily, weekly and monthly escalation reports to Operations Managers and the client.
- Identified top call drivers and recommended process improvements.
- Coached new-hire and bottom-performing agents on communication (pronunciation, comprehension, conversation) and technical skills.
- Served as scheduled Point of Contact: control-desk coverage, AHT monitoring, IT escalation and floor compliance.

Earlier roles — Billing Representative · Production & Transition Team Manager · Tier 2 Product Specialist · Technical Support Representative **Jun 2004 – Mar 2007**

SiTEL Corp. Philippines · Baguio City, Philippines · AT&T (formerly BellSouth) and Web.com accounts

- Web.com: updated and cancelled customer accounts, transferred and added domains, and retained customers through upsell and save offers.
- AT&T/BellSouth: trained transition and production agents on communication and technical skills and coached bottom performers.
- Tier 2 escalation and call-back team for DSL internet troubleshooting; supported agents on live calls.
- Started as an inbound technical support representative for internet connectivity and email setup.

SELECTED SEO RESULTS — SEO VENDOR CLIENT CAMPAIGNS

- **Holy Grail Steak Co.:** 19,017 organic visits / month; 7,012 ranking keywords (Food & Beverage · e-commerce)
- **MaxFit Meals:** 2,409 organic visits / month; 2,632 ranking keywords (Food & Beverage · meal delivery)
- **Austin Roofing & Construction:** 2,957 organic visits / month; 1,575 ranking keywords (Home services · local SEO)
- **Halo Top:** #1–2 Google positions; 10 tracked keywords, e.g. "keto ice cream flavors" (Food & Beverage · consumer brand)
- **BFree:** #1–2 Google positions; 10 lactose / gluten-intolerance keywords (Food & Beverage · gluten-free brand)
- **Bert Roofing Inc. (Dallas):** #1–2 for "roof repair Dallas" terms (Home services · local SEO)
- **Atlanta Roofing Specialists:** #1 on 5 tracked keywords; 256 visits / month from top term (Home services · local SEO)
- **Finance & professional services:** +400% organic rankings (financial advisor); +300% organic keyword traffic (financial services company); 500+ keywords ranked (business consultant) (3 clients)

Results from SEO Vendor client campaigns delivered by the SEO team I worked in. Figures are from SEO Vendor case-study reports (captured around early 2023). Full portfolio: resume.intensityweb.com

EDUCATION & TRAINING

Saint Louis University — Baguio City, Philippines 1995 – 1999

B.S. Electronics & Communication Engineering coursework — 121 units completed

Search Engine Optimization training — Taipei, Taiwan 2014

Basic PC Troubleshooting — Informatics, Baguio City, Philippines 2001

TOOLS & TECHNICAL SKILLS

SEO & analytics: Semrush, Ahrefs, Google Analytics (GA4), Google Search Console, Internet Business Promoter

CMS: WordPress, Shopify, Wix, Squarespace

AI tools: ChatGPT, Google Gemini, Google Flow, Meta AI

Web & code: HTML, CSS, JavaScript (basic); VS Code, Sublime Text, Brackets, IntelliJ

CRM & telephony: Salesforce, Avaya, SugarCRM

Business & collaboration: Microsoft 365 (Word, Excel, PowerPoint, Outlook), Google Workspace, Zoom, Teams, Skype, Discord, AnyDesk

Design: Canva; Adobe Photoshop, Illustrator, Premiere Pro, After Effects (basic); Acrobat