

RAFAEL MERCADO

Davao City, Davao del Sur Philippines 8000 | rafaellmrcs@gmail.com
09567539076 | <https://www.linkedin.com/in/rafael-mercado-6512b320b/>

ABOUT ME

Results-driven Virtual Assistant and Web Developer experienced in supporting businesses with website development, WordPress management, and SEO optimization. Skilled in handling digital tasks, website updates, and technical support to improve online presence and workflow efficiency. Detail-oriented, reliable, and committed to delivering quality results in remote work environments.

EDUCATION

UNIVERSITY OF MINDANAO

August 2022 - August 2026

MATINA CAMPUS, DAVAO CITY

- Consistent Dean's Lister
- Bachelor of Science in Computer Science
- Expected Graduation - 2026

EXPERIENCE

SEO SPECIALIST

March 2026 - Present

DROPSHIP

- Perform SEO audits, keyword research, and on-page optimization to improve website rankings and organic traffic using tools like GA4, Search Console, and SEO auditing platforms.

WORDPRESS DEVELOPER

August 2025 - March 2026

PAGECENTS

- Built custom websites using Elementor, integrated plugins, optimized functionality, and performed SEO to enhance performance and user experience.

FULLSTACK DEVELOPER INTERN

May 2025 - June 2025

MINICLEAN

- Built Web Applications using Laravel, Vue, and Tailwind to create a industry standard websites.
- Utilized Bakery and Elementor by Wordpress to create standard websites.

SOCIAL MEDIA MANAGER

January 2024 - October 2024

TASTY MEDIA

- Posting contents that are in-line and trendy
- Daily review with team to ensure content's effectiveness

EXECUTIVE SECRETARY

August 2022 - April 01, 2023

WORKEDGE

- Assisted CEO with daily tasks
- Administrative works

KEY SKILLS

- Programming & Web Development: HTML & CSS, Python, Java, PHP, Laravel
- Tools & Version Control: Git, GitHub
- Software Development Skills: Problem Solving, Attention to Detail, Curiosity & Continuous Learning, Time Management

CERTIFICATIONS

- Information Technology Specialist in Databases - Certiport (2025)
- Information Technology Specialist in HTML and CSS - Certiport (2025)
- Digital Marketing and Virtual Assistance - Virtualahan (2023)

CHARACTER REFERENCE

MICHAEL - DROPSHIP

MARCELO - INFOSOFT

CURTIS - PAGECENTS

MICHAEL@DROPSHIP.NET.AU

MARCELOMATTIAS@GMAIL.COM

CURTIS.HOWELL@OUTLOOK.COM