

EMMERSON MEÑA

General Virtual Assistant | Web, SEO, Data, Design & AI

Naga, Philippines | +639662213316 | emmersonmena@gmail.com
portfolio.emmersonmena.com | linkedin.com/in/emmersonmena | github.com/emm3rson

PROFESSIONAL SUMMARY

Versatile freelance generalist with hands-on experience delivering websites and web applications, analyzing data, creating visual and written content, and supporting AI and SEO workflows. Builds client work end to end, from planning and content through implementation, deployment, search optimization, and ongoing maintenance. Comfortable moving between technical and non-technical responsibilities, learning new tools quickly, and working independently with remote teams and clients.

CORE SKILLS

Web & Application Development: JavaScript, TypeScript, React, Next.js, Tailwind CSS, Vite, Node.js, Python, FastAPI, Supabase, PostgreSQL, Rust, Tauri
AI & Automation: Claude, ChatGPT, Claude Code, Codex, Gemini, Vercel AI SDK, OpenRouter, RAG, AnySearch
Data & Analytics: Power BI, Tableau, Google Sheets, Excel, Google Analytics, DuckDB
Design & Content: Figma, Canva, Adobe Creative Suite, WordPress, website copy, blog content
Marketing & SEO: Ahrefs, Screaming Frog, Google Search Console, PageSpeed Insights, on-page SEO, local SEO

PROFESSIONAL EXPERIENCE

Freelance Web Developer & SEO Specialist | Freelance (remote) Oct 2025 - Present

- Build and manage client websites end to end, from planning and content structure through responsive development, inquiry flows, deployment, domain setup, and ongoing updates.
- Write and optimize service pages and blog content using practical on-page and local SEO, with attention to site structure, metadata, performance, and indexability.
- Set up and manage Google Search Console and Google Business Profiles to support search visibility, keep business information accurate, and monitor how each site performs in search.

AI Visibility Analyst | Avalaunch Media (USA, remote) Jul 2025 - Jul 2026

- Built brand-visibility reports showing how client brands appear across ChatGPT, Perplexity, and Google AI Overviews in the growing field of Generative Engine Optimization.
- Analyzed rankings and competitive data in spreadsheets, then turned the findings into clear reports and practical recommendations for improving brand presence.
- Reported bugs to the web development team and independently fixed front-end issues that would have blocked reporting work.

SEO Innovation Assistant | Leverage (USA, remote) May 2025 - Jul 2025

- Processed AI-generated responses through internal tools to build marketing and visibility reports for client accounts.
- Used Ahrefs to find backlink opportunities, conducted outreach, and secured published guest articles for clients.
- Led a full WordPress redesign, reorganized the content structure, and wrote blog posts for the archive.
- Designed mobile app mockups and flows in Figma, created app-store assets, and built the product landing page.

AI Writing Evaluator & Trainer | Outlier AI (USA, remote) Sep 2024 - Jan 2025

- Reviewed more than 1,000 AI-generated pieces for grammar, tone, style, instruction following, and contextual accuracy.
- Checked conversation history and supporting context to identify quality issues and confirm that guidelines were followed.
- Delivered clear, structured feedback used to improve model output quality.

Research Intern | National Sun Yat-Sen University (Taiwan) Jul 2023 - Sep 2023

- Ran computational simulations using university supercomputers and analyzed the resulting data.
- Prepared research reports that communicated the simulation methods and findings.

EDUCATION

BS Materials Engineering | University of the Philippines, Diliman 2019 - 2025
Science, Technology, Engineering, and Mathematics (STEM) Strand | Ateneo de Naga University - Senior High School 2016 - 2018

CERTIFICATIONS

- Google Data Analytics Professional Certificate - Google via Coursera
- Data Visualization in Power BI - DataCamp
- Marketing Analytics in Google Sheets - DataCamp
- Google AI Essentials - Google via Coursera
- Google Digital Marketing & E-commerce Professional Certificate - Google via Coursera