

ARSEINIO DE BANCHI

SEO Outreach Operations & Link-Building Campaign Specialist

New York, NY | U.S. Citizen | Open to U.S. Remote Employment
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PROFESSIONAL SUMMARY

SEO outreach and digital marketing operations professional with 4+ years of experience supporting client campaigns and owning link-building fulfillment from order intake through publication. Experienced in publisher relations, guest-post and link-insertion coordination, campaign tracking, quality control, overdue-order recovery, and cross-functional escalation management. Brings the operational judgment, client communication, and workflow discipline required to keep high-priority campaigns moving accurately and on schedule.

CORE SKILLS

SEO Outreach Operations • Link-Building Campaign Management • Publisher Relations • Guest-Post Coordination • Link-Insertion Coordination • Backlink Fulfillment • Campaign Recovery • Anchor-Text & Target-URL Verification • Publication Quality Control • Order Auditing • Escalation Management • Client Experience • Process Improvement • Asana • CRM Platforms • Originality.ai • Spreadsheet Tracking

PROFESSIONAL EXPERIENCE

The HOTH | Remote | January 2022 - Present

Link Outreach Fulfillment Coordinator | *October 2024 - Present*

- Own end-to-end fulfillment of link-building campaigns, coordinating orders from assignment and publisher outreach through quality review and verified live publication.
- Build and maintain publisher relationships, communicate placement requirements, follow up on overdue work, negotiate recovery timelines, and reassign campaigns when necessary.
- Audit active order queues and review up to 25 flagged jobs per day to identify delays, incorrect links, missing anchors, unsuitable placements, and other fulfillment risks.
- Verify anchor text, target URLs, dofollow status, article formatting, topical relevance, and publication accuracy before orders are completed.
- Expanded responsibilities in 2026 to include Authority Builders link-insertion campaigns, high-priority order tracking, publisher follow-up, and delay escalation.
- Partner with quality control, campaign management, client support, development, and product teams to resolve technical errors, client changes, duplicate orders, and stalled placements.
- Maintain accurate statuses and task documentation in Asana, internal order-management systems, and spreadsheets, strengthening visibility across fulfillment workflows.

Client Experience & Web Copy Support | *August 2022 - Present*

- Support clients across SEO, content, and web-copy services through email, live chat, and phone, translating campaign requirements into clear next steps.
- Manage revisions, service concerns, and escalations while maintaining a high-touch experience for priority and high-value accounts.
- Conduct account and order audits, identify production issues, and coordinate with product managers and fulfillment teams to resolve delays.
- Share recurring client and workflow issues with cross-functional teams to support process improvements and stronger service delivery.

The HOTH | Remote - continued | January 2022 - Present

Sales Coordinator | *January 2022 - August 2022*

- Qualified inbound and dormant leads, scheduled consultations, followed up on missed appointments, and guided prospects through the sales funnel.
- Managed inbound calls and outreach against call-volume, appointment-setting, and lead-conversion targets while maintaining accurate CRM records.

ADDITIONAL EXPERIENCE

The Guinea Pig Group | Remote

Social Media Marketing Specialist | *January 2014 - 2016*

- Managed website and social media content, audience engagement, digital brand presence, CRM documentation, and business-development outreach.
- Planned New York City events and coordinated venues, vendors, schedules, and logistics from concept through completion.

Grubhub / NexRep | New York, NY

Restaurant & Customer Experience Representative | *January 2013 - January 2014*

- Supported diners, restaurant partners, and delivery drivers while resolving order, refund, account, menu, and platform issues.
- Contributed to volume forecasting, trend analysis, performance reporting, workload distribution, and customer-care workflow improvement.

EDUCATION

Falmouth University - Master of Fine Arts (MFA), Design and Visual Communications | September 2023 - 2026

Los Angeles Film School - Bachelor of Science, Graphic Design | 2019 - 2022

Monroe College - Criminal Justice Studies | 2015 - 2017