

RALPH RYAN LIZADA

DIGITAL OPERATIONS & GEO SPECIALIST

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PROFESSIONAL PROFILE

Digital operations and GEO specialist who builds research-led workflows that strengthen brand visibility, qualify prospects, and move opportunities from engagement to conversion. Experience spans Reddit GEO, multi-platform outreach, Meta Ads, client operations, technical support, sales, and retention.

CORE SKILLS

Digital Operations | Generative Engine Optimization (GEO) | AI Search Visibility | Reddit Strategy | Multi-Platform Outreach | Prospect Research & Qualification | Client Account Operations | Workflow Design & Reporting | Meta Ads | Technical Support | Sales & Retention

PROFESSIONAL EXPERIENCE

INDEXLLM | GEO Specialist

Jun 2026 - Present

- Strengthen AI-search visibility for a portfolio of client brands by identifying high-intent Reddit discussions and publishing context-specific responses aligned with each brand's positioning
- Protect community fit and brand credibility by validating subreddit rules, thread intent, and audience dynamics before adapting messaging and tracking visibility and engagement

ADVERTON | Prospect Research & Outreach Specialist

Jun 2026 - Present

- Build qualified prospect pipelines for U.S. home-service businesses through cross-platform research on Reddit, Facebook, and Instagram, validating ownership, trade, location, decision authority, and lead-flow pain
- Advance qualified prospects from public engagement to warm direct messages, resource handoffs, and follow-up while managing multiple social accounts and lead tracking as the sole VA

DAPPER | Operations & GEO Specialist

2025 - Present

- Turn client account activity into qualified contacts and coordinated appointments through profile optimization, prospect selection, personalized engagement, and end-to-end concierge operations
- Built Dapper's GEO function from the ground up by researching the strategy, designing the workflow, executing content, and tracking brand visibility and outcomes in Google Sheets

CONCENTRIX | Accounting Software Specialist

Jan 2026 - Jun 2026

- Restored client accounting workflows by diagnosing MYOB issues across transactions, invoicing, bank reconciliation, payroll, and out-of-balance accounts while providing real-time troubleshooting

EZ HOMES MARKETING | Real Estate Lead Generation Specialist (Part-time)

2024 - 2026

- Increased social media engagement by 35% and qualified leads by 20% by managing Meta Ads, audience segmentation, content, inquiry response, lead qualification, and follow-up

FOUNDEVER | Technical Support Representative / Sales

2023 - 2025

- Consistently exceeded sales KPIs and earned top-performer recognition by resolving high-volume technical and billing concerns while identifying revenue and retention opportunities

CONCENTRIX | Customer Service Representative - Telco Retention

2019 - 2021

- Protected recurring revenue by resolving telco account and billing concerns and leading cancellation-save conversations for at-risk customers in a high-volume environment

ATLAS CREATIVE GROUP | Cold Outreach & Sales VA (Part-time)

2020

- Created sales opportunities through high-volume direct-message outreach, tailored product pitches, early buyer conversations, and consistent follow-up on purchase interest

TOOLS & PLATFORMS

Salesforce | Notion | Google Sheets | Canva | AdsPower | ChatGPT | Meta Ads Manager | MYOB | Reddit | Facebook | Instagram