



# Michelle Jean Brohier



SEO Strategist  
& Content Specialist



# Hi, I'm Michelle Jean Brohier

I'm a results-oriented SEO and content expert with over a decade of experience driving organic growth for brands across diverse industries and markets—including Singapore, Malaysia, the Philippines, Thailand, and Indonesia.

I specialise in building SEO content strategies that not only rank but also align with user intent, brand voice, and business goals.

Beyond strategy and execution, I'm passionate about building systems that scale. I've developed frameworks, templates, and content operations that empower cross-functional teams—from marketing to product—to create high-performing SEO content efficiently and consistently.

My work often involves training internal teams, setting editorial standards, and aligning regional messaging with SEO best practices.

# Certifications



## Content Marketing Certified

**Michelle J Brohier**

The bearer of this certificate is hereby deemed fully capable and skilled in content marketing. They have been tested on best practices and are capable of applying them to long-term content planning, content creation, promotion, and analysis, and increasing results through growth marketing.

Valid from: Nov 14 2023 - Dec 13 2025

Certification code: 45c1844b082e43db8ecdf1a680674eb7

**HubSpot** Academy

*Yamini*  
CEO Yamini Rangan



## CERTIFICATE OF ACHIEVEMENT

THIS IS TO CERTIFY THAT

**Michelle Jean Brohier**

Has achieved an 85% or higher on the Official Surfer Skills Test, a comprehensive exam which covers data-driven content strategy techniques, fundamental SEO knowledge, and a practical activation task within Surfer's Content Editor.

After successfully passing the official exam, and completing the writing activation task, we consider this person a Certified Surfer Expert.

**Lucjan Suski CEO of Surfer**

23.05.2023

# Certifications





# Tools & Platforms That I Use:



# SEO Campaign

## Campaign Summary

- Published 6 new SEO-optimized articles and implemented additional on-page improvements
- Achieved +674 ranking position gains across 15 tracked keywords

## Ranking Performance

15	15	6	7
Total Keywords Tracked	Keywords in Ranking	Keywords in Top 3	Keywords in Top 10

## Google Ranking Increase

+674  
Overall Google Change

## Top Keyword Wins

Keyword	Current Rank
sensory play group	1st
structured and unstructured play	3rd
craft activities for 3 year olds	4th
playgroup and preschool	21st

## Top Keyword Wins

sensory play group	1st
structured and unstructured play	3rd

## Campaign Summary

- Uploaded 10 SEO-optimized articles on May 8, 2025, with earlier on-page improvements completed on Feb 28,2025
- Achieved +379 ranking position gains across 15 targeted keywords

## Ranking Performance

15	15	5	6
Total Keywords Tracked	Keywords with Ranking	Keywords in Top 3	Keywords in Top 10

## Google Ranking Increase

+379  
Overall Google Change

## Top Keyword Rank

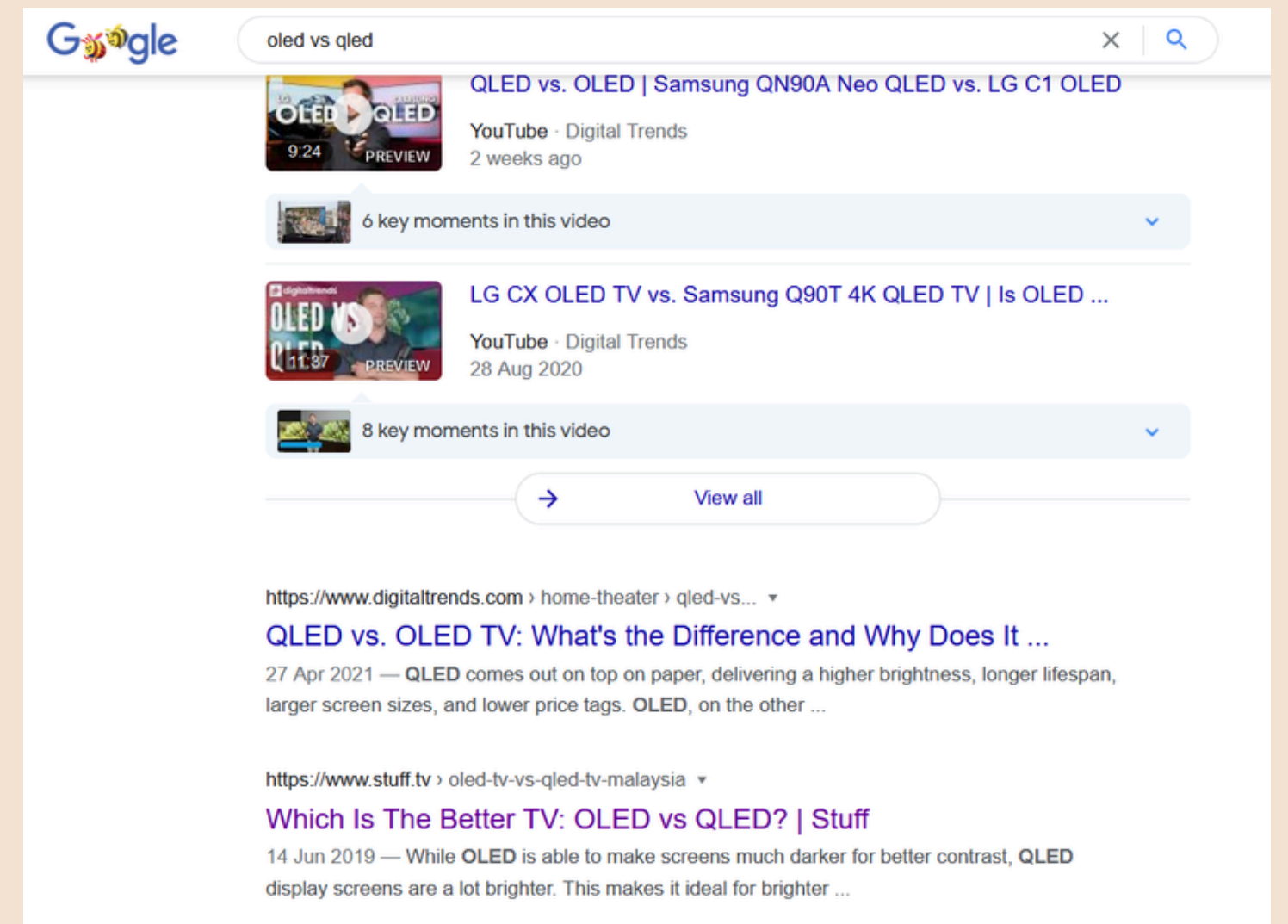
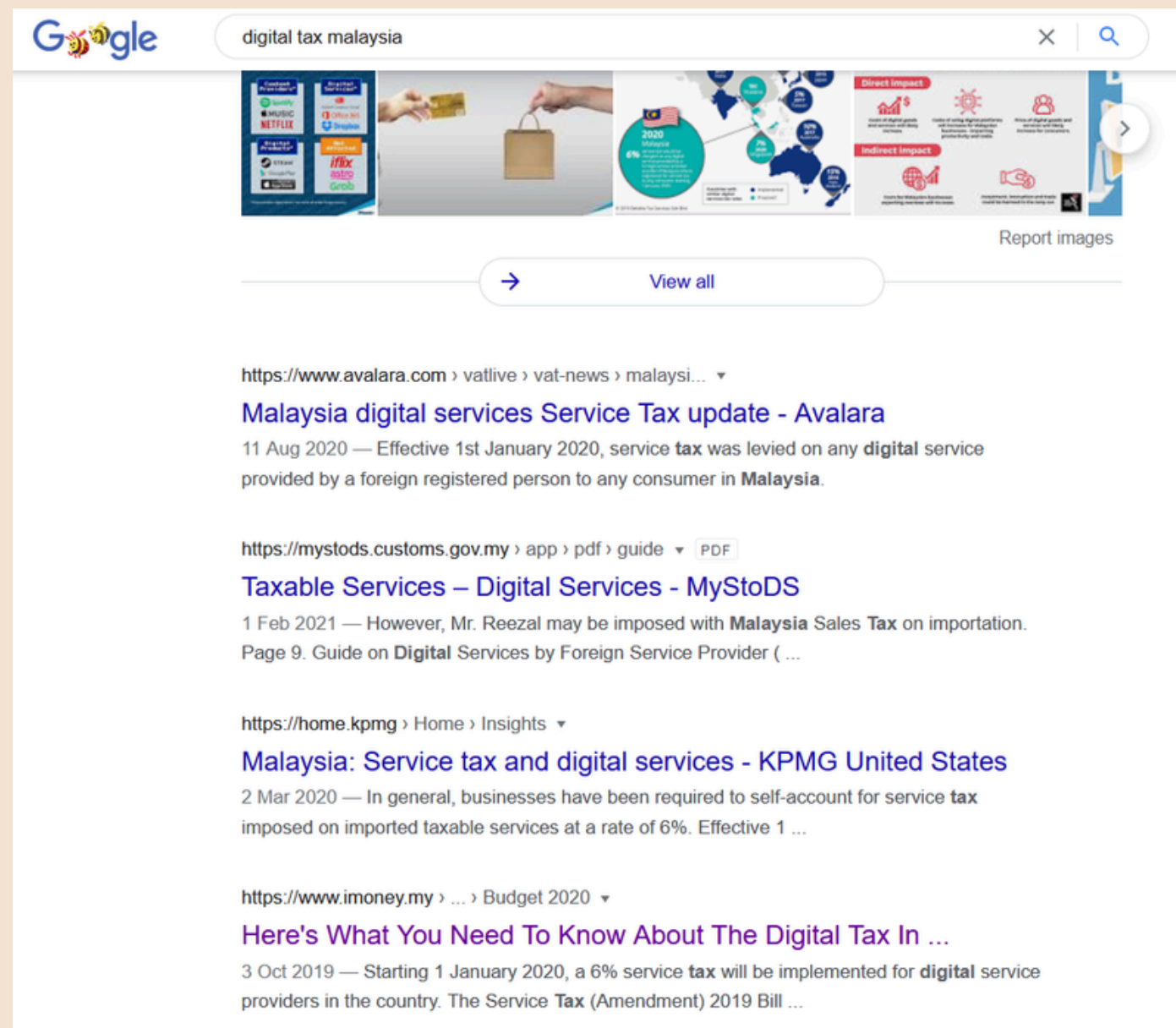
Keyword	Current Rank
ceiling mold removal	2nd
mold on ceiling removal	2nd
how to remove ceiling mold	2nd
mold clean	3rd
anti mold paint	2nd

## Top Keyword Wins

celling mold removal	2nd
mold on ceiling removal	2nd

Ask me directly for more samples!

# SEO Writing Portfolio




You can view the full portfolio on my website


[Click here to download the PDF.](#)



# Short to Long-Form Content

## Store & Send Review – The 9 Pros & 3 Cons of Store & Send Fulfillment Service

WRITTEN BY  
MICHELLE BROHIER

UPDATED  
OCTOBER 06, 2021

eCommerce is an exciting avenue for [Malaysian businesses](#). But it's also highly competitive! A fulfillment service can be the best solution to simplify your daily operations and let you focus on growing sales.

Today, we'll discuss the local fulfilment service Store & Send. We'll explain their impressive pros and cons, so you can decide if it's the right fit for you!

### Table Of Contents

- [Store & Send's background](#)
- [How to use Store & Send](#)

### Store & Send

Customer Service  
**Excellent**

Overall Rating  
★★★★★

Feature Highlights

Sync Inventory

Flexible Pricing

Store Integration

From  
**RM600**  
monthly

GET QUOTATION

• Integrate with online store  
• Let you sell individual SKUs

[Advertising Disclosure](#)

## The 8 Best Courier Services in Malaysia (& Use Case Recommendation)

WRITTEN BY  
MICHELLE BROHIER

UPDATED  
OCTOBER 06, 2021

### best courier services

Courier services can fast-track the success of any eCommerce business. The right courier service helps products reach your customer's doorstep - quickly, safely and affordably!

With lots of courier services to choose from in Malaysia, selecting the best one for your [eCommerce venture](#) depends on your needs and situation.

Today, we're looking at the top 8 courier services in Malaysia. I've broken them down according to their strengths and offerings, so you can decide which is best for you!



BEAUTYFOO  
Mall

### What is Cellreturn LED Mask Platinum? A Deep Look Into This Popular Korean Skin Care Device



BEAUTYFOO  
Mall

### Top Anti-Aging Foods To Keep Your Skin Looking Youthful and Beautiful

You can view the full portfolio on my website

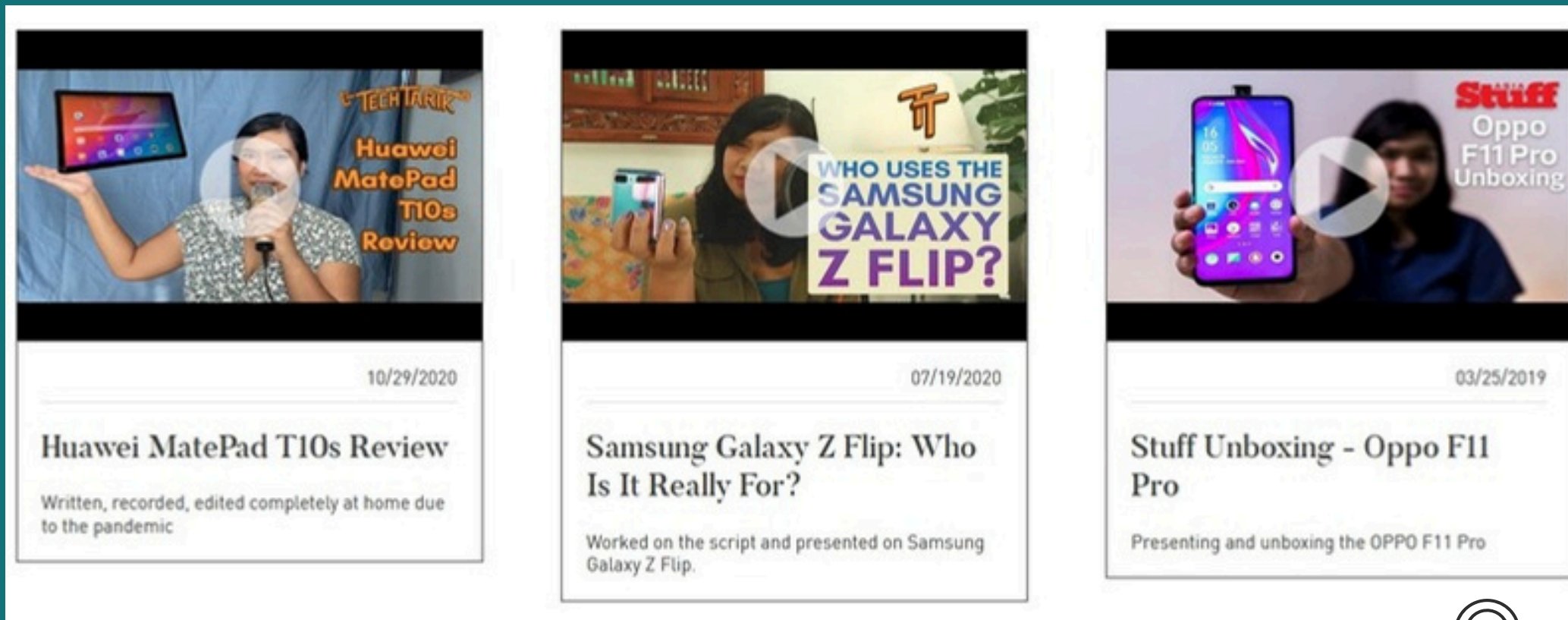
[Click here to view and read the articles in detail.](#)



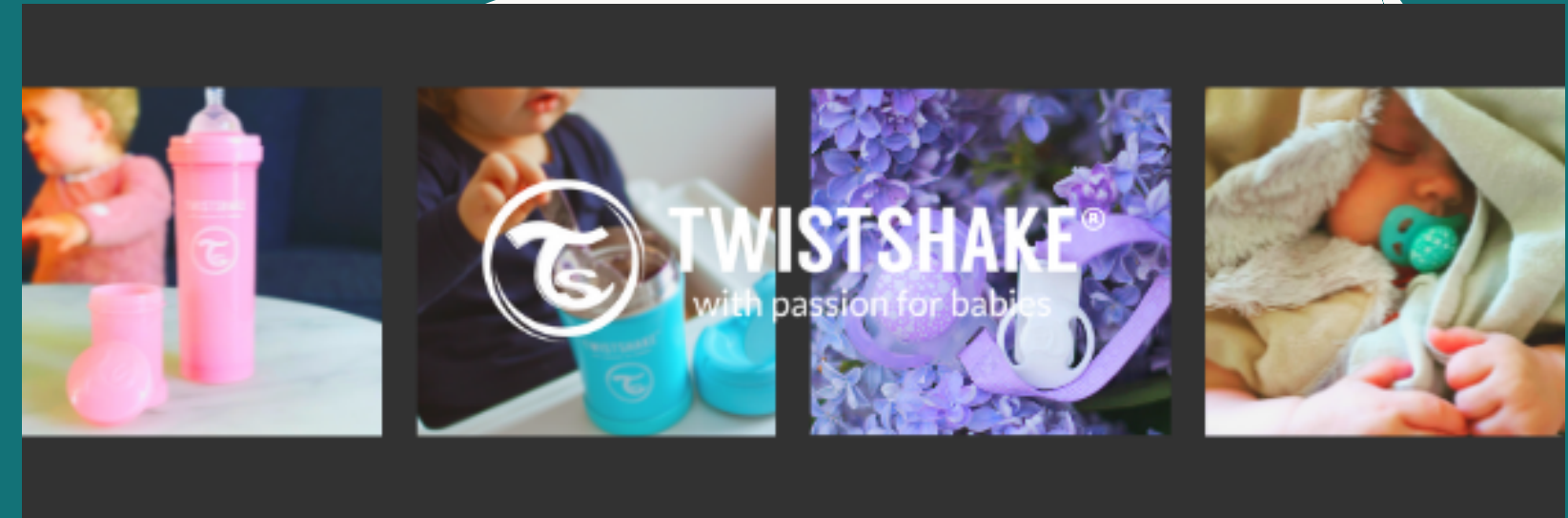
January 2022							KEY: Holiday Campaign EDM Social Media Post Blog Post FB Live Product Launch Experiment Other
						Saturday 1/1	
						Happy New Year Post	
						Glass Bottle Campaign	
Sunday 1/2	Monday 1/3	Tuesday 1/4	Wednesday 1/5	Thursday 1/6	Friday 1/7	Saturday 1/8	
	Bottle		glass bottles		EDM		
			Link to article		Campaign		
Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	
Sunday 1/9	Monday 1/10	Tuesday 1/11	Wednesday 1/12	Thursday 1/13	Friday 1/14	Saturday 1/15	
	Product Post - ESAC		[UPDATE] How to help a colic baby		EDM		
			Link to article		Promotion Post - CNY Campaign		
Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	
Sunday 1/16	Monday 1/17	Tuesday 1/18	Wednesday 1/19	Thursday 1/20	Friday 1/21	Saturday 1/22	
	Product Post - Glass Bottle	Thaipusam	Everything about Feel Good Glass Bottle	MAM CNY Contest	EDM		
			Link to article		Promotion Post - CNY Campaign		
Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	
Sunday 1/23	Monday 1/24	Tuesday 1/25	Wednesday 1/26	Thursday 1/27	Friday 1/28	Saturday 1/29	
	Product Post - ESAC	FB Live - Glass Bottle Demo	[UPDATE] How to choose the right anti colic bottle		EDM		
			Link to article		Promotion Post - CNY		
Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign	
Sunday 1/30	Monday 1/31						
	Product Post - Final Glass Bottle sale						
Glass Bottle Campaign CNY Campaign	Glass Bottle Campaign CNY Campaign						



# Videos & Reels



EDM



Match Your Baby With These  
Colours For Valentine's Day

[Read Now](#)



# Landing Page Copy

You can view the full  
portfolio on my website

[Click here to view and read the  
articles in detail.](#)



<p>Headline:</p> <p><b>Low On Manpower To Do The Dishes?</b></p> <p>Get Qualified and Trained Dishwashers from as low as \$12 per hour*</p> <p>CTA: <b>Contact Us Now</b></p> <p><i>*Terms &amp; Conditions apply</i></p>	
<p><b><u>Challenges In The F&amp;B Industry</u></b></p>	
<p>(use image of news article: <a href="https://www.todayonline.com/singapore/manpower-food-businesses-offer-higher-pay-appeal-mom-policies-1867716">https://www.todayonline.com/singapore/manpower-food-businesses-offer-higher-pay-appeal-mom-policies-1867716</a>)</p> <p><b>Understaffed And Overwhelmed</b></p> <p>The F&amp;B industry in Singapore is facing a shortage of manpower, where even offers of higher salaries and better working conditions <u>isn't</u> enough to fix it. If you're an F&amp;B owner, you may have found yourself in a similar situation. Because of this, you may have had your hands tied on delegating who should be washing the dishes!</p>	<p><b>The Dishes Aren't Gonna Clean Themselves</b></p> <p>Dishwashing may not seem like an important job to the masses, but it's crucial in the F&amp;B industry. Proper Dishwashing eliminates germs, removes residual soap/detergent from utensils and helps improve appetite</p> <p>Failure to do : with extreme c Singapore, this demerit points</p>
<p><b><u>Get Your Dishes Cleaned By Profes</u></b></p> <p> is here with flexible dishwashing solutions for your b <b>On-site washing.</b> We have a team of experienced professiona carry out various dishwashing tasks, giving you hygienic</p> <p>CTA: <b>Contact Us Now</b></p>	

Landing Page Copy

<p>Sticky header: Logo</p> <p>CTA: <b>Book An Appointment Today!</b></p>
<p>Headline:</p> <p><b>Experience A Transformation That Reveals Youthful Skin</b></p> <p>Get dermal fillers administered holistically at </p> <p>Receive a warm, kind approach to your beauty:</p> <ul style="list-style-type: none"><li>• Doctor with over 20 years of experience</li><li>• FDA-approved machines and technology</li><li>• Honesty, Quality, and Authenticity</li></ul> <p><b>Get Dermal Fillers starting from \$972 (inclusive of GST)</b></p> <p>CTA: <b>Book An Appointment Today!</b></p>
<p><b><u>Ageing is Inevitable</u></b></p> <p>Which means you can expect to deal with issues such as:</p> <ul style="list-style-type: none"><li>• Saggy Skin</li><li>• Wrinkles and fine lines</li><li>• Droopy cheeks</li><li>• Thinning lips</li><li>• Acne scarring</li></ul> <p>(use an icon for each point)</p>

# FB Ads & CPAS

**My MAM Baby Malaysia**  
Sponsored · 🌟

The Feel Good Glass Bottle is a durable option that is safe, practical, and a colourful choice for your baby.

- ✓ Made of premium, temperature-resistant borosilicate glass
- ✓ Resistant to scratching and shattering or sudden breakage
- ✓ Has an ergonomic design
- ✓ Comes with MAM Teat with its SkinSoft™ Silicone surface provides for a familiar feeling, like mom's skin

Get the Feel Good Glass Bottle now at 30% OFF!



**FEEL GOOD GLASS BOTTLE**

Durable and environmentally...  
The MAM Feel Good ...

**SHOP NOW**

A glass bottle th  
The MAM


and 24 others

Like Comment Share

**Twistshake Malaysia**  
Sponsored · 🌟

Create memories that last a lifetime with Twistshake!  
We're having a 30% off sale you won't want to miss.

**11.11** **Shopee Mall**




**TWISTSHAKE®**  
with passion for babies

**BIGGEST SALE!  
UP TO 30% OFF**

Vouchers Free Shipping

**FREE Squeeze Bag**  
Terms & Conditions apply

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More

**My MAM Baby Malaysia**  
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MAM Baby offering discounts storewide of up to 60% off! You'll also get free shipping, exclusive vouchers, as well as a free MAM Organic Napkin with purch... See more

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**MAM**

**BIGGEST STOREWIDE SALE  
UP TO 60% OFF**

Exclusive Vouchers Free Shipping

**Free MAM Organic Napkin**  
with every purchase above RM100

Biggest 11.11 Storewide Sale



More



# Get in touch with me

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