



## JOB OBJECTIVE

Searching for a job as a SEO Specialist with "Smartbug Media." where my relevant skills and experience of creating and implementing SEO and website content strategies will help in driving organic traffic, and generating and converting leads.



02/04/1989



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# Nguyen Hong Thi

SEO Specialist



## SKILL

Worlpress



HTML & CSS



Photoshop



## NGÔN NGỮ

ENGLISH

Intermediate English



## EXPERIENCE

04/2016 - Present

### WEB MARKETING & SEO SPECIALIST

#### - ANA Company

- Develops performance metrics and reporting for ROI on designated web properties and recommends areas of improvement to marketing management
- Ensures defined brand strategy is consistently applied during development of web properties
- Well-defined knowledge base in sales, marketing and business development concepts
- Collaborates with other departments, including IT, to ensure that web projects are executed to their full potential, within deadline
- Demonstrated knowledge of AP writing style

01/2012 - 3/2016

### TECHNICAL SEO SPECIALIST - IMT Company

- Perform full keyword research and develop related strategies
- Determine KPIs for each recommendation, forecast impact, and create case studies
- Have a working knowledge in HTML, Javascript, and other programming languages
- SEO performance reporting and dashboards
- Perform on and off page technical SEO audits and present recommendations to site owners
- Create and support all 301 redirect implementations
- Perform full SEO site audits and analysis (technical, analytics, content, social, etc.)



## EDUCATION

07/2007 - 11/2011

### BACHELOR'S DEGREE IN MARKETING

#### - Van Lang University



## PROJECT

### ANA WEBSITE

2016 - Present

Promote keyword rankings, increasing organic traffic from 2000 to the present is 140000 monthly traffic



## INTERESTS

Movies (action, comedy, science)

Listening to music

Travel, Taking pictures...