

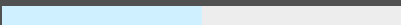


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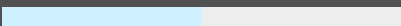
SEO SPECIALIST

SKILL

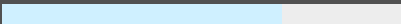
Worlpress



HTML & CSS



Photoshop



NGÔN NGỮ

ENGLISH

Intermediate English

INTERESTS

Movies (action,
comedy, science)
Listening to music
Travel, Taking
pictures...

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 thi.nguyen@iconic-intl.com

45 Vo Thi Sau, Dicstrict 1, HCM City 089965xxxx

linkedin.com/in/thinguyen



EXPERIENCE

WEB MARKETING & SEO SPECIALIST

04/2016 - Present

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



TECHNICAL SEO SPECIALIST

01/2012 - 3/2016

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



BACHELOR’S DEGREE IN MARKETING

07/2007 - 11/2011

Van Lang University

PROJECT



ANA WEBSITE

2016 - Present

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