



Pham Hoang Minh Chau

SEO CONTENT WRITER

I am a dedicated and results-driven Content Writer with a proven track record of creating engaging, keyword-optimized content to enhance online visibility and drive organic traffic. I am seeking a position where my skills in content creation, SEO strategy, and digital marketing can contribute to the company's success.

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SKILLS

- Research keywords, analyze competitors, outline articles.
- Plan long-term & short-term content production, weekly/monthly/quarterly according to the company's plan.
- Write content and articles for Social media channels to attract and increase traffic and user interaction.
- Participate in developing content ideas in communication/marketing projects.
- Proficient in using Word, Excel, Google tools, Canva, Capcut.

EDUCATION

FOREIGN TRADE UNIVERSITY

International Business Administration
(Advanced program)

CERTIFICATIONS

INTERNATIONAL FOREIGN LANGUAGE IELTS CERTIFICATION

Overall 7.5

MARKETING CERTIFICATION

Completed Marketing Foundation course
of Tomorrow Marketer Academy
Completed Content Marketing course
of Hubspot Academy

WORK EXPERIENCES

CONTENT CREATOR & EDITOR | SHP CLINIC |

- Develop content on the Tiktok platform for a clinic in Hanoi Medical University Hospital.
- Write compelling scripts: knowledge-sharing content, story-telling content, trending content.
- Filming and editing to create high quality footages with attractive sounds and images.
- Analyze trends and algorithms of the platform to identify opportunities for content optimization.
- Tiktok channel's followers increased from 0 to 700 in 2 months with abundant trending videos from 30k to 60k views.

ZALO VIDEO COLLABORATOR | ZALO |

- Coordinate with the team to implement Zalo Video project (a new feature of Zalo which is similar to Tiktok, Instagram reels).
- Research and survey to determine target customers and contents for Zalo users.
- Research and approach potential KOLs/Content creators according to set criteria. Successfully negotiated cooperation with numerous Content Creators from 5k-50k followers.

ORGANIZATION DEPARTMENT | YOUNG MEDIA CLUB |

- Internal communications: Produce creative content and publications for a 800-member internal Facebook group.
- External media: Content writing & designing for 3 Facebook pages about university students: XUHO Media, FTU Bung Soldier, XUHO RiverSide (more than 14k followers) with multiple posts attracting 300-600 reactions.

HEAD OF CONTENT | HI.GREEN CLUB |

- Develop a posting plan on KimLien Hi.Green page. Increasing from 9k to 11k followers in 1 year.
- Produce content and support the creation of media publications for posts, attracting 300-500 reactions for each post.