Wee Yam Chuan

Web/PHP/Database/Technical Developer, SEO, SEM,
Data & API Integrator for AI/Agentic AI

CONTACT

019-6349-485

weeyamchuan@gmail.com

Petaling Jaya, Selangor

DOB: 22/10/1979

Languages Spoken/Written: EN, BM

EXPERTISE

- **SEM**, building awareness, consideration and conversion, with proper ad structure, optimization and targeting of audience.
- **SEO** and **Content Marketing** to grow organic traffic. I have proven results with thousands of conversions attained from content marketing.
- **Email marketing** and drip campaigns to retain top of mind awareness, creating urgency and triggering conversions.
- Creating engagement via quiz or scorecard systems and **growing mailing list** subscribers.
- Creating lead magnets and irresistible offers to get leads.
- **Landing page optimization**, **A/B testing** and **digital analytics** to increase conversion rates.
- **Web development** with **HTML**, **CSS**, **Javascript**, **PHP** and **MySQL** as well as tagging of websites for campaign optimization.

WORK EXPERIENCE

Digital and Data Manager – SEO, AEO, GEO

Metlife Asia Services Sdn Bhd   April 2025 - Present

- Drove lead generation by architecting data-driven content strategies, leveraging advanced data analysis and processing pipelines for organic channels across regional markets.

- Pioneered the technical integration of AI into the content lifecycle, developing and deploying workflows optimized for SEO, AEO, and GEO to secure top search rankings and boost social engagement.

- Expertly utilized generative AI (Gemini, ChatGPT, Copilot) for scaled content creation and deep analysis , while engineering workflow automation solutions in Jira to enhance team productivity.

- Applied Generative AI to build systems for automated fact-checking, content optimization, and conducting preliminary legal and compliance reviews to ensure content integrity.

- Integration of agentic AI capabilities into the marketing workflow, designing autonomous systems to handle complex data analysis and optimization tasks.

- Managed performance analysis and reporting using a suite of industry-standard tools including Google Ads, Google Search Console, ahrefs, BrightEdge, and Semrush.

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SEO, SEM, Content & Email Marketing Specialist

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Interest/Exploring

- **AI, deep learning models in Python for image classification and prediction. Have explored different network architecture for text sentiment analysis.**
- **LLMs, installing local LLMs for comparison and understanding**
- **Using commercial LLMs for AI and non-AI code generation.**

WORK EXPERIENCE

Digital Marketing Specialist, SEM

CelcomDigi Berhad   2022-June 2024

- Managed Keyword Search marketing across all lines of business with an annual budget of nearly RM5 million.

- Engineered and deployed advanced website tagging solutions and conversion goal configurations using Javascript to enable granular campaign optimization and performance tracking.

- Developed custom data processing workflows to transform raw Google and Adobe Analytics data , building actionable reports that informed bidding strategies and audience layering tactics.

- Automated aspects of campaign monitoring by developing scripts to analyze performance metrics like ad strength, CPC, CTR, and conversion rates, allowing for rapid optimization.

- Led A/B testing initiatives for ad copies and landing pages, analyzing the data to increase the efficiency of the full sales funnel, which resulted in gaining thousands of new subscribers and leads.

- Optimized lead generation campaigns for Fibre and Enterprise products through deep data analysis and technical funnel enhancements.

Growth Hacker

Celcom Axiata Berhad   2018-2022

- Engineered A/B tests in Adobe Target, utilizing custom scripts to drive digital consumer journey optimization across languages, offers, and visuals, increasing conversion rates by over 15%.

- Architected and developed data processing workflows using PHP and MySQL to transform and analyze complex Adobe Analytics data, producing advanced reporting on campaign performance.

- Grew organic traffic by over 60k monthly visits by managing a team of 8 writers and applying data-driven insights from text sentiment analysis models to guide content strategy. This resulted in an additional 700 conversions monthly.

- Coded and implemented a dynamic multi-language switcher using Javascript and JSON to improve user experience and support multilingual content delivery.

- Implemented strategic subscription forms and data capture mechanisms to grow the email marketing list , leading to campaigns that generated hundreds of additional conversions per launch.

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EXPERTISE

- **Keyword research** for SEM and SEO
- **Midjourney**, **Leornado AI**, **Chat GPT** and **Google Gemini** for content and creative development.
- Experience in **building any website** and make it scalable, **E-Commerce**, **API**, and **Processing Data and Transformation**, **Web Services**, **Automation**, **Dashboards and Graphs**, **Analysis** of data.
- Strong background with extensive experience in multiple programming languages – **Javascript**, **PHP**, **C++**, **Python**
- Familiar with Windows, Mac OS and Linux operating systems.

WORK EXPERIENCE

Search Engine Optimization Specialist

RinggitPlus (Jirnexu Sdn. Bhd)   2016-2018

- Performed deep technical SEO by directly modifying site code to resolve content crawl errors, eliminate duplicate content, implement redirects, and deploy structured data snippets.

- Analyzed consumer behavior by extracting and processing raw data from Google Analytics , building custom reports to inform on-page SEO strategies and content improvements.

- Developed automated scripts to scale keyword research using data from Google Keyword Planner and SEMRUSH, identifying high-authority niches to target.

- Grew organic traffic by over 30% by combining technical on-site optimizations with data-informed content production.

- Achieved No. 1 organic rankings for target keywords and a significant increase in total organic conversions through a technically grounded SEO strategy.

Email Marketing Specialist

GoQuo   2015-2016

- Developed a system to identify and send thousands of personalized email daily to holiday travelers to upsell hotel booking. Increased hotel booking rate by over 400% through the right email marketing strategy.
- Implemented a live chat system for hotel booking. Increased booking rate by over 600% by guiding visitors to complete their purchase journey.
- Developed code to cache and optimize holiday booking portal for speed and performance.
- **Summary of achievements: Significant increase in hotel booking rates through email marketing and a live chat system**

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SEO, SEM, Content & Email Marketing Specialist

Some Personal Accomplishments

- Have been a full time freelancer for 3 years between 2003-2006, providing web development services for global clients
- Have referred over RM1.4 million worth of product sales as an Amazon Associate between 2012-2015.
- Have referred more than RM750k worth of sales as a B2B marketer for email marketing services as an affiliate marketer.
- Have provided coaching services via Tertiary Infotech Malaysia on Web Development, Databases and Search Engine Optimization courses and obtain a 5 star rating from participants.

WORK EXPERIENCE

ICT Consultant

SEDA Malaysia   2012-2015

- Led a team of developers to in-source development of renewable energy portal system that registers and keeps track of tri-party contracts, account billings of energy contracts for biomass, biogas, solar and hydropower.
- Developed fund simulation for the organization to allow calculation of available quotas in the billions of ringgit for cashflow.
- Developed a fair quota distribution system that shows a visual selection from applicants list in a live session, combining non-digital random ball number selection with a sequential formula to select successful submissions in a fair manner that is accepted by the public.
- **Summary of achievements: Delivered a successful fund simulation calculator for billions of ringgit of cashflow, a fair quota balloting system, enhancing billing system to accommodate change of requirements.**

Lead PHP Developer

iProperty Malaysia Sdn. Bhd.   2011-2013

- Led a team of developers to design, launch and enhance a regional commercial property portal.
- Project involves real time flow of data from multiple property portal databases and normalization of property attributes to seamlessly integrate everything into a single searchable database.
- **Summary of achievements: A regional commercial property portal where property agencies may submit their listing and pay for various form of paid listings. SEO friendly portal that achieved high ranking for organic searches.**

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Career Aspirations

- To implement effective digital marketing strategies that bring results.
- To acquire new knowledge and skills from mentors and peers
- To learn and grow my management and leadership skills
- To further explore and utilize AI in digital marketing.

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WORK EXPERIENCE

Lead Developer

AirAsia   2008-2011

- Led a team of developers to develop a social travel portal for AirAsia
- Portal had functionalities such as user logins, news, photo gallery, forums, groups and live messaging.
- Portal ran on a distributed blade-servers setup utilizing SAN Storage for data.
- Database architecture was a multiple master-slave replication to address heavy load.
- **Summary of achievements: Portal system 'Koolred' was developed and delivered in 2010.**

Previous Senior PHP Developer, PHP Developer Roles

2000-2008

Mudah.my, Royal Selangor Pewter, WorldNet Sdn Bhd, Genme Services, SAM Media, Scandiconsult.

- From 2000-2008, I was with the companies above, being involved in more technical roles on web development.
- Software that I developed were online e-commerce shopping carts, Wordpress plugins, web crawlers, affiliate tracking systems, payment gateway integrations, XML/SOAP, JSON, REST APIS, tools for platform migration, etc.
- Technologies I am familiar with – PHP, MySQL, PostGreSQL, Memcache, Redist, Elastic Search
- I am highly experienced in system optimization with search indexing, caching systems – file or memory and distributed processing.

Education Background and Certification

- Advanced Diploma in Computer Science from Nilai College (2000)
- Diploma in Business Studies, Taylors College (1998)
- Advanced Content and Social Tactics to Optimize SEO
- Building Web Applications in PHP
- Project Management: The Basics for Success
- Python Data Structures
- Introduction to Google SEO
- Programming for Everybody (Getting Started with Python)
- Advanced Content and Social Tactics to Optimize SEO
- Digital Marketing Bootcamp by General Assembly
- What is Data Science