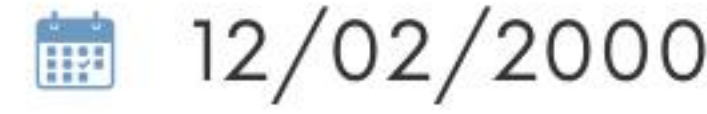




NGUYEN THI XUAN HUYEN

SEO Specialist



12/02/2000



Binh Thanh District, HCMC

SKILLS

- SEO
- Writing SEO content
- Google Analytics
- Capcut/Canva
- ChatGPT/Gemini

EDUCATION

Marketing Communication

University of Finance - Marketing
2018 - 2022

LANGUAGES

- VIETNAMESE
- ENGLISH

SOFT SKILLS

- Analytical and critical thinking
- Teamwork
- Research
- Creativity

SUMMARY

With over 2 years of experience in SEO, I have a proven track record of developing effective SEO campaigns and delivering measurable results. My technical skills include proficiency in SEO tools like Ahrefs, SEMRush, Google Analytics. My career was highlighted by successful SEO strategies resulting in elevated organic search rankings from page 2 to Top 1.

WORK EXPERIENCE

SEO Marketing

M5S INDUSTRIAL EQUIPMENT

04/2022 - 06/2024

- Managed on-page and off-page SEO activities including link-building, content optimization, increasing organic traffic by 40%.
- Used tools like Ahrefs, SEMRush, Google Search Console and Google Analytics to report on campaign performance metrics.
- Conducted keyword research to identify terms customers use to search for the company's products.
- Managed backlinks to enhance website credibility through links from reputable sources include forum, blog,...
- Increased organic traffic for the company's Google AdSense by posting article, improving keyword optimization...

ACHIEVEMENTS

- Increased Organic Traffic: Successfully increased organic traffic by 40% within one year through strategic SEO content initiatives.
- Boosted SERP Rankings: Elevated keyword's rankings on Google by top 1 within 3-6 months.