



HO NU ANH CHUC

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WORK EXPERIENCE

SEO Specialist November 2022 - Present
Replus Joint Stock Company

- Implemented comprehensive SEO strategy: Researched keywords in the office service, created outlines, optimized SEO Onpage, and built quality backlinks helping to **increase organic traffic by 50%**
- Managed and optimized website on WordPress helping to enhance user experience
- Measured SEO performance through Google Analytics, Search Console, SEMrush tools
- Managed and implemented work for the freelance team according to the schedule
- Managed Zalo and Facebook platforms (**increased engagement by 400%**)

Freelancer Marketing August 2024 - Present
Replus Agency

- Created Email Domain, Google Maps for clients
- Implemented SEO projects for Leandix, VATC, ACE Music,...
- Built Website retimes.com.vn by Flatsome WordPress
- Created and managed Facebook Ads campaigns for beauty salons, fashion shops, cosmetic shops...

Hoang Long Detective Agency November 2024 - Present

- Researched keywords related to detective service topics, created and published SEO-optimized content, placing **70% of articles in the TOP 10 of** Google search results
- Restructured and optimized the Internal link system on the website
- Implemented SEO-Onpage and developed quality backlink strategies, improving keyword rankings

Cellphones September 2023 - March 2024

- Created outlines, researched secondary keywords, published posts, optimized SEO Onpage

Marketing Specialist April 2022 - October 2022
DKRV Saigon Joint Stock Company

- Filmed and photographed events, created content, managed channels: Fanpage, TikTok, Website...
- Analyzed datas and reported using Google Analytics, Google Search Console tools
- Implemented comprehensive SEO-Onpage and built Social Entity system

Marketing Project November 2021 - March 2022
Noon Xinh Shop

- Created content and designed images for the fanpage; shot and edited TikTok videos (Highest trending video reached **148K views**)
- Researched keywords, created outlines, optimized SEO-Onpage, and monitored keyword rankings
- Managed business operations on Sapo and Shopee e-commerce platforms
- Created Facebook Ads campaigns and monitored basic metrics

EDUCATION

Bachelor of E-Commerce, Industry University of Ho Chi Minh City 2018 - 2022
GPA: 3.14/4.0

PROFICIENCY

Tools: WordPress, Screaming Frog, Google Analytics, Google Search Console, SEMrush, Spin Editor, Canva, Adobe Photoshop...
Professional Skills: SEO, Email Marketing, Facebook Ads...