KHAV Phannouk

SEO Specialist

PERSONAL INFO

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Email   : noukkhav12@gmail.com

Nationality: Khmer

DOB   : 12 Octobter 1999

Address : Kandal village, Trapeang Krasang commune, Bati district, Takeo province

SKILLS

HTML

CSS

JavaScript

Python

Bootstrap

Design

Writing

Creative

Critical Thinking

SUMMARY

My name is KHAV Phannouk. I am from Takeo province and I am living in Takeo province. I did my bachelor degree in information technology from Kien Giang univerisy in Vietnam. I am a flexible, adaptive, fast learner and hard working, and I always committed to achieving my goals. I have a strong passion for learning new things related to my work both individually and as part of team.

EDUCATION BACKGROUND

2006 – 2012	:	Studied in Takim Primary School, Takeo.
2012 – 2015	:	Studied at Bun Rany Hun Sen Slarom secondary school, Takeo.
2015 – 2018	:	Studied at Bun Rany Hun Sen Slarom high School, Takeo.
2018 – 2019	:	Studied at the Institute of Technology of Cambodia, Phnom Penh.
2019 – 2024	:	Studied Bachelor at Kien Giang University in Vietnam.

EDUCATION EXPERIENCE

July–October 2016	: Volunteer as a short maths teacher teaching math to Rong Kor primary school students in Banteay Meanchey's Sisophun in 2016
Grade 9A-2015	: Be a No.1 outstanding student in Takeo province.
13–April–2018	: Volunteer youth in the Sharing Love Program distribute gifts to one, Banteay Meanchey.
Grade 12A-2018	: No.3 Maths outstanding student in Takeo.
2023-2024	: Financial Manager of Cambodia Students at Kien Giang University.

LANGUAGE

Khmer

English

Vietnamese

WORK EXPERIENCE

SEO Specialist

December 2024 – April 2025: Full-Time SEO Specialist at WinWin Plus Solution & Customer Service Co., LTD (DG Group)

- Conducted keyword research to optimize website content for search engines.
- Implemented on-page SEO with meta tags, headings, internal linking, URL optimization.
- Managed off-page SEO (backlink building, guest posting, social media promotion).
- Analyzed website performance using tools like Google Analytics and Google Search Console.
- Optimized website speed and mobile responsiveness for better user experience.
- Created and managed the SEO-friendly content to improve ranking and engagement.
- Conducted competitor analysis to identify SEO opportunities.
- Performed technical SEO for the website like checks indexation, crawlability, XML sitemaps, robots.txt
- Implemented local SEO strategies for better visibility in specific locations.
- Researched and applied latest SEO trends and algorithm updates.
- Using HTML, CSS, JavaScript to design and enhance website appearance for better user engagement.
- Write the friendly content for the SEO web post amd guest post
- Ensured websites was attractive, responsive, and user-friendly design.

Tools that use to support SEO Website

- Ahrefs : Used for off-page SEO for backlink analysis, keyword research and ranking tracking, competitor analysis
- SEOQuake : Used for on-page SEO & technical SEO, Analyzing website structure and SEO metrics, Checking keyword density and meta tags, checking internal and external links
- Sinbyte : used for link indexation, Checking website link indexation.

Freelance Khmer/English/Vietnamese Translator

2024 – Now: Freelance Translator in Khmer/Engish/Vietnamese

- Translate from Khmer to Vietnamese and vice versa

- Translate from English to Vietnamese and vice versa

- Translate from Khmer to English and vice versa

- Check grammar, spelling, and tone in all translated content

QA Software Tester Internship

April–June 2024 : Intern as the QA Software Tester at DR Tech Co.,LTD

- Understanding Requirements: Read and understand the software requirements specification

- Test Planning : Establish what needs to be tested, the scope of testing, and the testing goals. Determine the hardware, software, network configurations, and other setups required for testing.

- Test Case Design Create detailed and comprehensive test cases that cover all aspects of the functionality to be tested.

- Test Execution: Run the test cases manually, following the predefined steps.

- Record Results: Document the actual outcomes and compare them with the expected results.

- Report Defects: Log any deviations from expected results as defects in the defect tracking system, providing detailed information such as steps to reproduce, screenshots, and severity.

- Defect Tracking and Management: Monitor the status of reported defects, they are addresensuring sed and retested once fixed.

- Communicate with Developers: Work closely with developers to clarify defects and retest the fixes.

- Generate Test Reports: Create detailed test reports summarizing testing activities, defect status, and overall quality metrics.

- Collaboration and Communication: Attend daily stand-ups, sprint planning, review, and retrospective meetings to stay aligned with the development team.

- Coordinate with Team: Collaborate with other QA members to share knowledge and ensure consistent testing practices.

- Continuous Learning and Improvement: Stay Updated by keeping abreast of the latest testing tools, techniques, and best practices.

Web Developer Internship

Semester II, 2022-2023: Full Stack Web Developer (Internship at IT and Communication Center of Kien Giang province)

- Developed a full-stack "Stock Management System" using PHP and MySQL

- Database to enable users to interact with a dynamic content management system.

- Implemented a user-friendly front-end design with HTML5, CSS3, Bootstrap and jQuery to ensure an excellent user experience.

- Leveraged web technologies such as HTML5, CSS3, Bootstrap, and JavaScript, jQuery to create dynamic, interactive user interfaces.

- Collaborated with other developers and designers to ensure successful development of web application courses.

Implements and creates study projects

Semester I, 2022-2023: Implements and creates a Web Frontend project and backend using a Database "e-commerce website", and Resources for Building a Website

- Implemented and created project web design by using HTML5, CSS3, Javascript, Bootstrap, and jQuery.

- Implemented and created a Fullstack Website project using HTML5, CSS3, Bootstrap, JavaScript, Bootstrap, jQuery, PHP, and MySQL Database.

- Implemented and created an e-commerce website project using HTML5, CSS3, Bootstrap, JavaScript, jQuery, and MySQL Database

Semester I, 2022-2023: Implements and creates a window form system "Watch store management system"

- Implemented and created a window form with C#.

- Implemented and created a "Watch store management system".

- Semester II, 202-2023: Implements and creates a Web Application "Hotel management system"

- Implemented and created project web design by using HTML5, CSS3, Javascript, Bootstrap, and jQuery, CodeIgniter.

- Implemented and created a Fullstack Website project using HTML5, CSS3, Bootstrap, JavaScript, Bootstrap, jQuery, PHP, CodeIgniter, and MySQL Database.

- Implemented and created a hotel management system website project using HTML5, CSS3, Bootstrap, JavaScript, jQuery, CodeIgniter, and MySQL Database.

- Semester I, 2023-2024: Implements and creates a machine learning teamwork project to detect any objects called Object Detection

- Implemented and created a machine learning project by using Python.

- Implemented and created a team project using Python.

- This project is set to detect any objects from a video and real-time video and cut those objects into small parts.

Semester II, 2023-2024: Implements and creates a window form project to manage a high school with ASPX

- Implemented and created a school management system project by using Python.

- Implemented and created a window form project by using HTML, CSS, Bootstrap and ASPX to handle and interact with SQL Server to store the data (Database).

- This project is set to manage a whole high school in Vietnam

Semester II, 2023-2024: Implements and creates a thesis "Building an auto license plate recognition system by Python"

- Implemented and created an AI (Thesis Project) by using Python.

- Implemented and created a thesis project using Python and PHP to handle data after getting the license plates and keep them in the MySQL database.

- This project is set to detect objects like vehicles for special cases and run its process to take the license plates from those vehicles and save the data for necessary usage.

Freelance Content Writer

2018-2019 : Freelance Content Writer at Zourbong Company (Zourbong website)

- Join Zourbong as a Freelance Content Writer to write and create engaging, original content across various topics.

- Develop well-researched articles, blog posts, and other written content.

- Post the content to the website Zourbong.com

- Ensure all content aligns with brand's voice and meets SEO best practices.

- Collaborate with editorial team to refine and improve content quality.

- Work independently while meeting deadlines and maintaining high standards.

Name : KHAV Phannouk

Address : Kandal village, Trapeang Krasang commune, Bati district, Takeo province

Tel : (+855)10404839

Dear : Hiring Manager

Position : SEO Specialist

I'm writing to express my interest in the SEO Specialist position at **Riverlight**. With 5 months of hands-on experience in search engine optimization and a solid track record of boosting website visibility, I'm excited about the opportunity to contribute my skills to your team.

In my previous role, I successfully optimized multiple websites that have reached over 10,000 organic visits within 1 weeks or more each month, ranking on the first page of Google for competitive keywords. My approach combines technical SEO, content optimization, and backlink strategy to drive measurable results. I'm passionate about staying updated with algorithm changes and applying data-driven strategies to improve performance.

What I bring to the table is a mix of analytical thinking, hands-on experience with tools like Google Search Console, Google Analytic, Ahrefs, and SEMrush, Rankmatch or other supported tools and a genuine enthusiasm for SEO. I'm confident that my commitment to quality and performance aligns well with your company's goals.

Thank you for considering my application. I'd love the chance to discuss how I can help grow your online presence and contribute to your team's success. I'm available for an interview at your convenience time.

Best regards,

Khav Phannouk