



# KHAV Phannouk

SEO Specialist

## PERSONAL INFO

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Email : noukkhav12@gmail.com

Nationality: Khmer

DOB : 12 October 1999

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

## SKILLS

HTML

CSS

JavaScript

Python

Bootstrap

Writing

Creative

Critical Thinking

## SUMMARY

My name is KHAV Phannouk, and I am from Takeo province, Cambodia. I hold a bachelor's degree in Information Technology from Kien Giang University in Vietnam. Although I got degree in IT but with hands on experience as an SEO Specialist, I have successfully improved website rankings on Google and increased organic traffic for my company's brands through effective keyword strategies, on-page optimization, and link-building campaigns.

## EDUCATION BACKGROUND

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

## EDUCATION EXPERIENCE

- |                          |   |
|--------------------------|---|
| <b>July–October 2016</b> | : Volunteer as a short maths teacher teaching math to Rong Kor primary school students in Banteay Meanchey's Sisophun in 2016 |
| <b>Grade 9A-2015</b>     | : Be a No.1 outstanding student in Takeo province.  |
| <b>13–April–2018</b>     | : Volunteer youth in the Sharing Love Program distribute gifts to one, Banteay Meanchey.                                      |
| <b>Grade 12A-2018</b>    | : No.3 Maths outstanding student in Takeo.  |
| <b>2023-202</b>          | : Financial Manager of Cambodia Students at Kien Giang University.  |

## LANGUAGES

- |                   |  |
|-------------------|--|
| <b>Khmer</b>      |  |
| <b>English</b>    |  |
| <b>Vietnamese</b> |  |

# EXPERIENCE

## SEO Specialist

**April 2025 - Present: Full-Time SEO Specialist at Trend Network Co., LTD**

- Conduct keyword research and implement on-page SEO (meta tags, headings, URL structure, internal linking) to improve content relevance and discoverability.
- Execute technical SEO audits and fixes (indexation, crawlability, XML sitemaps, robots.txt, structured data) to ensure search engines accurately crawl and index sites.
- Working on white/black hat SEO for webshell, guest posting coordination, and social promotion to support domain authority growth.
- Building SEO websites by using Wordpress with supported HTML, CSS and JavaScript
- Analyze website performance and user behavior using Google Analytics and Google Search Console to inform optimization priorities.
- Optimize site speed and mobile responsiveness through front-end improvements (HTML/CSS/JavaScript)
- Deploy and configure websites and domains on hosting platforms (Namecheap, Hostinger) and coordinate with IT for DNS and SSL setup.
- Produce SEO friendly content for web posts and guest posts, working with content creators to align content with keyword intent and UX best practices.
- Perform competitor analysis and monitor algorithm updates to adapt strategies and capture new keyword opportunities.
- Maintain SEO workflow documentation and collaborate cross-functionally with developers, designers, and marketing teams to implement changes.

## Tools & Technical Skills

- SEO & analytics: Ahrefs, Semrush, Google Analytics, Google Search Console, SEOQuake
- Technical & performance: PageSpeed Insights, basic server control panels (Hostinger dashboard)
- Web & dev: HTML, CSS, JavaScript, DNS/SSL configuration, URL/redirect management

- Content & outreach: Content creation for SEO, guest posting outreach, white-hat link building strategies
- Workflow: SEO audits, technical crawl analysis, XML sitemaps, robots.txt, structured data

## **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, 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, 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 and 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, website auditing
- 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/English/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 addressed 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

## **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

## **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



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**Dear Hiring Manager,**

**Position : SEO Specialist**

I am writing to express my interest in the **SEO Specialist** position on Linked In. With 1 years of hands on experience in search engine optimization and a proven record of increasing website visibility, engagement, and conversions, I am confident in my ability to make a meaningful contribution to your team.

At my current job with **Trend Network Co., LTD**, I've handled SEO for three different brand websites in Indonesia, all of which are now ranking on the first page of Google for competitive keywords. Through my optimization strategies, some sites have reached up to 160K impressions, 60K organic clicks (1K daily clicks), and generated more than 1,700 user downloads the platforms. On top of that, we've seen around 900 to 1,200 active depositors on the platform, which shows how my SEO work directly contributed to real business results in Indonesia.

My work covers everything from keyword research and on-page optimization to technical SEO and off-page link building. I also handle the setup and management of domains and hosting (Namecheap, Hostinger), making sure every website runs smoothly and loads fast. I regularly use tools like Google Analytics, Google Search Console, Ahrefs, SEMrush, and RankMath to track performance and look for new growth opportunities.

I'm someone who likes to stay updated with the latest SEO trends and algorithm changes, and I always try to apply what I learn to improve website rankings and user experience. I'd really love the opportunity to bring my skills and energy to your company and help grow your online presence even further.

Thank you for your time and consideration. I'd be happy to discuss more about how I can contribute to your SEO goals, I'm available for an interview anytime that works best for you.

Best regards,

Khav Phannouk