

# TRAN THAM QUYEN



## Personal Profile

Address: 430/50A, CMT8 Street, Ward 11, District 3  
Nationality: Vietnamese  
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## Education

2011 – 2015

### ERC International

- Bachelor Degree of Business Administration provided by University of Greenwich in England with Upper Second Class Honour.
- Advanced Diploma Certificates in Business Administration.

## Working Experience

March, 2016 – Present

### Lazada Group – Lazada Vietnam

Position: SEO Co-operator

- Making plan for building Lazada's backlink system by using different methods, doing research to find new ways for gaining back-link and making analysis for back-link effectiveness.
- Writing SEO text with SEO standards, including keywords and internal link.
- Optimizing on-site by removing external links, redirect 404 pages and check the duplication.
- Using tools such as GA, Search Console, Ahrefs and others to check the health of website.



December, 2015 – March, 2016

### Climax Interactive Group - Firstcom Digital

Position: Search Engine Optimization Trainee

- Being trained all knowledge about SEO including keyword research, content writing, on-page & off-page optimization, link building, SEO tools, AdSense and social media.
- Managing website <http://gocmevabe.com> by doing SEO for it.
- Working on projects of Vietjet Air to increase brand awareness and orient customers' perception.
- Social Media: managing fanpage Góc Mẹ Và Bé.



October, 2014 – March, 2015

### Lazada Group – Lamido Vietnam

Position: Order Tracking Agent

- Contact customers for tracking order status.
- Analyzing product quality of SKUs based on the feedback of customers.
- Monitoring the backlog trend, tracking delivery status of sellers and reporting deactivation plans to deactivate ineffective sellers.



## Language Skills

- Fluently using Vietnamese and English, being at intermediate level of Mandarin Chinese.
- Computer skills: Word, Excel.
- Analytical skills: Google Analytics and Search Console.

## Other Information

- Being a self-learner who is good at team work, high sense of responsibility, highly focus on work including process, details and quality.
- Having ability to handle pressure, keep calm and in control.
- Professional communication styles including listening and respecting others.

## References

### Mr. Dang Bui Phi Hung

SEO Manager – Lazada Vietnam (contact will be provided per request).