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## SEO Manager

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*Digital Marketing Operations Management / Strategic Marketing Planning & Execution / Search Engine Optimization (SEO)  
Search Engine Marketing / Social Media Marketing / Marketing Project Management / On-Page & Off-Page SEO*

Innovative and results-driven professional with hands-on experience in managing social media marketing processes from research and planning to execution while developing and implementing digital and integrated marketing programs. Proven stellar record in operating social media channels, optimizing Google Ads, maximizing sales revenue, planning offline and online marketing strategies, and updating website content. A visionary individual with expertise in generating online traffic through overseeing and launching social media and advanced website campaigns, programs, and content.

Adept at directing product development, identifying and leveraging market opportunities, and taking marketing initiatives to stimulate business progress and growth in progressively responsible positions. Energetic and dynamic professional with expertise in achieving goals and targets with strong communication, problem-solving, and management skills.

### Areas of Expertise:

- Google AdWords and PPC Strategies
- Campaigns Designing and Execution
- Customer Service and Support
- Multi-Channel and Social Media Marketing
- Link Building & Keywords Searching,
- Customer Needs Assessment
- Market and Competitor Analysis
- Sales Leads Generation
- Networking and Relationship Building
- Team Building and Leadership

## Educational Background

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**Diploma of Business** | 9/2023, Algonquin College – Ottawa, Canada

**Coursework:** *Marketing, Accounting, Management*

**Grade 11, 12**, Colonel Gray High School – PEI, Canada

**Grade 10**, Hung Vuong for The Gifted High School – Vietnam

## Professional Experience

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Coverclick Agency Corporation – New York, USA

**SEO Manager / Executive** ( July 2022 to March 2024)

As the SEO Manager at a premier digital marketing agency in the USA, my role was anchored in a profound understanding of search engine optimization intricacies and a commitment to delivering unparalleled results for our clients. Here's a deeper dive into my tenure:

### **Selected Contributions:**

#### I. **Strategic Direction and Client Consultation:**

...Continued...

- Formulated bespoke SEO strategies aligned with clients' business objectives, meticulously tailored to their industry landscape, target audience demographics, and competitive positioning.
- Conducted comprehensive client consultations to ascertain nuanced nuances of their brands, dissecting market trends, audience behaviors, and competitive benchmarks to inform strategic decision-making.

## 2. **Advanced Keyword Research and Content Optimization:**

- Leveraged cutting-edge keyword research methodologies, including semantic analysis, latent semantic indexing, and competitor keyword analysis, to uncover untapped opportunities and refine content strategies.
- Orchestrated meticulous content optimization efforts, meticulously fine-tuning on-page elements, content structure, and metadata to resonate with search intent, amplify relevance, and augment organic visibility.

## 3. **Technical Mastery and Website Optimization:**

- Led intricate technical SEO audits, probing into website architectures, server configurations, and performance metrics to diagnose underlying issues and engineer tailored solutions for optimal crawlability, indexation, and rendering.
- Implemented advanced schema markup, canonicalization strategies, and pagination optimizations to enhance search engine comprehension and presentation of client websites, fostering rich SERP appearances and improved click-through rates.

## 4. **Innovative Link Acquisition Strategies:**

- Pioneered avant-garde link acquisition methodologies, harnessing data-driven insights, network analysis, and relationship-building finesse to secure high-authority backlinks from reputable domains and amplify domain authority.
- Navigated the evolving landscape of link building with dexterity, adapting strategies to adhere to search engine guidelines while staying ahead of algorithmic updates and industry shifts.

## 5. **Robust Analytics and Performance Monitoring:**

- Established a robust analytics infrastructure, configuring custom dashboards, event tracking mechanisms, and attribution models to glean granular insights into user behavior, conversion pathways, and campaign performance.
- Synthesized complex datasets into actionable reports and executive summaries, distilling key performance indicators, trend analyses, and optimization opportunities to facilitate data-driven decision-making at both tactical and strategic levels.

## 6. **Cross-Functional Collaboration and Leadership:**

- Orchestrated seamless collaboration across multifunctional teams, fostering synergy between SEO, content marketing, paid media, and web development disciplines to orchestrate holistic digital marketing campaigns.
- Nurtured a culture of innovation and continuous learning, spearheading knowledge-sharing initiatives, internal training programs, and thought leadership endeavors to elevate the agency's collective expertise and capabilities.

## 7. **Client Relationship Management and Thought Leadership:**

- Cultivated enduring partnerships with clients through proactive communication, transparent reporting, and unparalleled dedication to driving tangible business outcomes.
- Positioned the agency as a beacon of thought leadership within the SEO ecosystem, disseminating insights through white papers, webinars, speaking engagements, and contributions to industry publications.

TONYBET – Remote, Canada

**SEO Manager** (May 2021 to July 2022)

During my tenure as the SEO Manager at Tonybet, I undertook a multifaceted approach to optimize the platform's visibility and performance in search engine results pages (SERPs). Leveraging my technical expertise and strategic acumen, I executed a range of initiatives aimed at enhancing organic traffic, improving rankings, and maximizing ROI. Here's a deeper insight into my responsibilities and achievements:

Traffic: 200 -> 8000 organic traffic monthly

Top 10: 5 keywords -> 61 keywords

**Selected Contributions:**

**1. Strategic Planning and Analysis:**

- Conducted in-depth market research and competitor analysis to identify key trends, opportunities, and challenges within the online gaming industry.
- Developed and implemented data-driven SEO strategies tailored to Tonybet's unique positioning, target audience, and business objectives.
- Utilized advanced SEO tools and analytics platforms to monitor performance, track KPIs, and derive actionable insights for continuous optimization.

**2. On-Page Optimization and Technical SEO:**

- Led efforts to optimize on-page elements, including meta tags, headers, URLs, and content structure, to align with targeted keywords and enhance relevance.
- Collaborated closely with the development team to address technical SEO issues such as crawlability, indexability, site speed, and mobile responsiveness.
- Implemented schema markup, canonicalization, and other advanced techniques to streamline website architecture and improve search engine visibility.

**3. Content Strategy and Creation:**

- Developed a comprehensive content strategy focused on creating engaging, informative, and SEO-optimized content assets to attract and retain target audiences.
- Conducted keyword research and content gap analysis to identify content opportunities and ensure alignment with user intent and search demand.
- Oversaw the creation, optimization, and promotion of high-quality content assets, including blog posts, articles, guides, and multimedia content, across multiple platforms.

**4. Link Building and Off-Page SEO:**

- Orchestrated link-building campaigns leveraging a variety of tactics, including outreach, guest blogging, influencer partnerships, and digital PR.
- Cultivated relationships with industry influencers, webmasters, and authoritative websites to secure high-quality backlinks and enhance domain authority.
- Monitored backlink profiles, disavowed toxic links, and implemented strategic measures to mitigate the risk of penalties and algorithmic fluctuations.

**5. Performance Monitoring and Reporting:**

- Implemented advanced tracking and attribution models to measure the impact of SEO efforts on website traffic, user engagement, and conversion metrics.

- Generated regular reports and dashboards to communicate key performance indicators, trends, and actionable recommendations to stakeholders and senior management.
- Conducted A/B testing, multivariate analysis, and user behavior analysis to optimize landing pages, conversion funnels, and user experience for maximum effectiveness.

#### 6. **Continuous Learning and Innovation:**

- Stayed abreast of emerging SEO trends, algorithm updates, and industry best practices through continuous learning, professional development, and participation in industry forums and conferences.
- Experimented with new tools, technologies, and methodologies to innovate and stay ahead of the curve in the ever-evolving landscape of search engine optimization.

FPT Software – Ho Chi Minh City, Vietnam

**Search Engine Optimization Specialist** (Sep 2019 to May 2021)

#### **Performance Digital Marketing Project**

Monitored the performance of websites and make recommendations for improvements, when necessary, by continually checking rankings and analytics. Performed complete on-page and off-page building. Create PPC (Pay-per-click) campaigns to boost company revenue via online ads. Maintained updated knowledge of the algorithm changes set by search engines, particularly Google to prevent websites from dramatic falls in traffic. Orchestrated multiple functions, such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing, and Off-Page and On-Page SEO.

#### **Selected Contributions:**

- Generated more traffic on company site by optimizing search engine (search & shopping) & marketplace Ads, including designing campaigns, keyword research, copywriting, and bidding & performance optimization based on previous & relevant data.
- Managed campaign expenses, while staying within budget, estimating monthly costs, and reconciling discrepancies.
- Prepared keyword enriched content, which resulted in improving keyword ranking from top 20 to top 5 for 50 Keywords in 4 months.
- 1. Novaland.com.vn ( 70.000 Organic Traffic / Month in September 2021 )
- 2. Fpt.com.vn ( 55.000 Organic Traffic / Month in May 2022 )
- 3. Ccleaner.com ( 38.000 Organic Traffic / Month in December 2022 )
- 4. Agoda.com ( 55.000 Paid Traffic in April 2021 - As a SEM freelancer )
- 5. Concong.com ( 15.000 Paid Traffic in January 2021 - As a SEM freelancer )

## **Certifications & Licenses**

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**Clickminded Search Engine Optimization Certification** | Clickminded, Aug 2022

**Google Digital Marketing & E-Commerce** | Google, Oct 2022

## **Language Proficiencies**

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**Vietnamese** (Native) | **English** (Fluent)