

PONG K' HO JES

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WORK EXPERIENCES

Now, Marketing Online at Xuan Trang Cosmetic

Website

- Web Design Development
- Graphical design
- Creating Content
- SEO (On-page and off page)

Shopee Store

- **Build an SEO-standard Shopee store**

Set up store: set up representative image, shop name, shop description Post products: according to SEO standards, update information about product description, brand, quantity and price of the product.

- **Setting up Shopee Ads**

- Select products
- Set the Budget - Add keywords
- Checking and keeping ads with high conversion rate and profitability
- Reporting advertising results by week, month

Facebook:

- **Content**
Creating content and video on daily base as well weekly and monthly
- **Facebook ads**

Plan and set up, manage Facebook advertising campaigns

- Analyze and optimize advertising campaigns to achieve the best results
- Select advertising content suitable for the segment Company's customers - Manage the advertising account system, ensure the continuity of Facebook ADS advertising
- Measure effectiveness and provide optimal solutions for advertising budgets, be responsible for Advertising Effectiveness Reporting
- Researching new Facebook updates regularly to come up with appropriate and effective methods for running Ads at each time
- Managing Fanpage

Reporting advertising results by day, week, month

Tiktok Shop:

- Set up store: set up representative image, shop name, shop description Post products: according to SEO standards, update information about product description, brand, quantity and price of the product.
- Short video on daily base as well weekly and monthly

July 2023 - Dec 2023 Marketing Online, Sunhouse Distributor (Bao Loc, Lam Dong)

Web Design Development

Information gathering: The focus of the first step is to gather all the necessary information for the project. Carefully analyze the client's requirements, define the website purpose, and determine the goals of the website

Planning: Using the information gathered from phase one, it is time to put it together and make a detailed website plan. At this point, a site map is developed. Site map is the list of all main topic areas of the website, including sub-topics, if applicable

Graphical design:

As a part of the design process, it is essential to carefully and tastefully apply such visual elements as the logo and brand colors, to strengthen the brand identity on the website. During the design phase, the team usually creates one or more prototypes for the website. A prototype is typically a static image, which represents the final look of the website

Development:

At this point, the design itself should be ready. But it is usually in the form of static images.

During this phase, elements such as interactive contact forms and e-commerce shopping carts should be implemented and made functional.

Testing: When the content and the visuals are in place, the testing process can be started. Every page has to be tested to make sure that all links are working and the website is displayed correctly in different browsers

Launch: Once you are given a final approval from the client, it is time for the website to go live. But before that, the site should be ran-through for the last time to confirm that all files have been uploaded correctly, and the site is fully functional

Build an SEO-standard Shopee store

Name the store

Set up store: set up representative image, shop name, shop description Post

products: according to SEO standards, update information about product description, brand, quantity and price of the product.

Setting up Shopee Ads

- Select products
- Set the Budget - Add keywords
- Checking and keeping ads with high conversion rate and profitability
- Reporting advertising results by week, month

Facebook ads

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Nov 2019 – Oct 2021 Marketing Online, Cie Build Co., Ltd

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SEO strategies

On-page Optimization

- ☐ Conducting regular optimization of on-page content on various product pages
- ☐ Auditing title tags and meta data on a regular basis for search engine optimization compliance
- ☐ Conducting on-page marketing activities to increase conversion rate such as identifying seasonal promotional opportunities; maintaining banners on the site and changing them periodically to promote different offers/products; and maintaining rebate, clearance and special offers pages and updating them regularly ☐
- ☐ Conducting on-going competitive market analysis

Off-page Optimization

- ☐ Procuring quality inbound links from blogs, forums and other relevant, content-specific sites
- ☐ Creating content (articles, press releases, etc.) to submit to various platforms/sites
- ☐ Making appropriate comments on relevant, do-follow blog sites to procure backlinks
- ☐ Generating and submitting product feeds to various shopping engines
- ☐ Exploring new online resources for generating backlinks
- ☐ Maintaining a company blog
- ☐ Leveraging Web 2.0 sites/platforms to publish content with links back to our sites
- ☐ Incorporating social media optimization to augment the traditional SEO activities

PPC

- ☐ Conducting keyword research and selecting product-specific keywords for PPC campaigns

- ☐ Monitoring campaigns on a regular basis to measure and maximize the effectiveness of all PPC campaigns
- ☐ Composing and testing ad copy to produce optimal click through rates
- ☐ Monitoring campaign results, analyze key metrics, and optimize click-through and conversion rates

Dec 2014 – Oct 2019 SEOER, Digital Marketing (Team Leader)
Ltd

Elek Co.,

Responsibilities:

On-page Optimization

- ☐ Devising and implementing SEO strategies for large websites with more than 10,000 products
- ☐ Conducting regular optimization of on-page content on various product pages
- ☐ Auditing title tags and meta data on a regular basis for search engine optimization compliance
- ☐ Conducting on-page marketing activities to increase conversion rate such as identifying seasonal promotional opportunities; maintaining banners on the site and changing them periodically to promote different offers/products; and maintaining rebate, clearance and special offers pages and updating them regularly
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Email Marketing

- Maintaining a list of opt-in email addresses and leads
- Writing action-oriented, compelling emails to promote various products and brands
- Researching for ideas for deals and offers exclusively for subscribers
- Sending emails twice a month
- Sending emails a week before special days and holidays
- Monitoring click-through and conversion rates using Google Analytics

Mar 2013-Dec 2014: Assistant Project Manager

Digital Esquisse Co., Ltd

Responsibilities:

- Directly working French Manager.
- Communicating to Vietnamese Designer the requests of Manager for product requirements.
- Monitoring the progress of work of the Viet Team and reporting to Manager.
- Doing the managing work to the storage of Resource files.
- Checking out if products of the designer can meet the request or not.
- Sending to Manager the final product.
- Translating documents from English to Vietnamese and vice versa.

Jul 2012 – Nov 2012: English Translator Interpreter

Phu My Flower Co., Ltd

Responsibilities:

- Interpreting consecutively for Director.
- Interpreting for the personnel of the company when required.
- Communicating with international customers to promote the company's product. □ Processing orders of customers from over 150 countries throughout the world.
- Directly selling products to foreign customers.
- Translating Website documents and uploading to Web-administration.

Skills

Language skills

- English: Advanced level
- Chinese: Basic daily conversation

- **Interpersonal:** Exceptional communication, leadership and teamwork skills. Excellent command over English and Vietnamese both verbally and in writing.
- **SEO/SEM:** Capable of developing and implementing effective SEO/SEM strategies with the goal of producing high organic rankings on major search engines and generating increased targeted web traffic. Well-versed in advanced on-page and off-page SEO techniques. Extensive knowledge of Social Media and its use in Online Marketing. In-depth knowledge of utilizing the right types of social media for different types of clients and market spaces. Thorough understanding of Digg, StumbleUpon, Delicious, Furl, Facebook, MySpace, Wikipedia and various other social networks. Deep knowledge of search marketing uses of Forums, Blogs & RSS Feeds.
- **Content Development/Optimization:** Expert in all types of content development and optimization. Thorough understanding of vertical search engine integrations and their effect on the various content areas including text, news, images, video, audio and products.
- **Web Analytics:** Proficient in using web analytics to analyze traffic trends and behavior and measure success of SEO/SEM efforts. Extensive use of web traffic analytical software such as Google Analytics, HitsLink and FireClick
- **PPC:** Capable of managing paid search marketing campaigns in Google Adwords, Yahoo/Overture & MSN. In-depth understanding of CTR & ROI. Experienced in banner ads & display advertisement along with link & media buying.
- **Technical:** Extensive experience with computers in Windows 2000 Windows XP, Windows Vista and Windows 7 based environments. Proficient with packages such as Microsoft Office 2000/XP/2007 and various web authoring tools. Particularly at ease with network related software (a variety of Telnet/FTP clients, and web browsers such as FireFox, Internet Explorer and chrome).

REFERENCES

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