Truong Do Hoang Long

SEO EXECUTIVE

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Celedon Appartment, 36 Tan Thanh st, Tan Phu, HCMC , Vietnam

SKILLS

WORDPRESS, HTML
Optimize Website
Design Ux/Ui
Basic HTML
Manage Website, content
Photoshop
Banner Design

Remote, Wordpress, Design, Optimize

COMPANY WEBSITE

https://thealbertadvert.com/

Looking for remote Job. With highly skilled SEO professional with 5 years of experience in optimizing websites for search engines. Proven ability to execute technical SEO strategies, including on-page optimization, link building, and content marketing. Successfully increased organic traffic by 80% for many projects. Proven leadership skills in managing SEO teams and driving results.

WORK EXPERIENCE

SEO LEADER **SEPTEMBER 2023 - Present**

The Albert Advertising

SEO Strategy and Planning:

1. Develop comprehensive SEO strategies, including keyword research, competitor analysis, content planning, and link building.
2. Set key performance indicators (KPIs) and track the progress of strategy implementation.
3. Coordinate with other departments within the company (Marketing, IT, Content) to ensure effective SEO strategy implementation.

Managing and Developing the SEO Team:

1. Recruit, train, and manage the SEO team.
2. Assign tasks, monitor progress, and evaluate the performance of each team member.
3. Organize team meetings, share knowledge, and keep up-to-date with the latest SEO trends.

Performing Technical SEO Activities:

1. Conduct audits and optimize website structure, page load speed, and other technical factors affecting SEO.
2. Manage and optimize meta tags, titles, descriptions, and other on-page elements.
3. Build and manage internal and external links.

Data Analysis and Reporting:

1. Use analytics tools such as Google Analytics, Search Console to track the effectiveness of SEO campaigns.
2. Analyze data to identify strengths, weaknesses, and opportunities for improvement.
3. Create regular reports on the effectiveness of SEO campaigns and present them to management.

Staying Updated on SEO Trends and Innovation:

1. Keep track of Google algorithm updates and the latest SEO trends.
2. Apply new SEO tools and methods to improve campaign effectiveness.

Specific Achievable Results:

Increasing Organic Traffic:

- Increase organic traffic from search engines by 80% within 3 months.
- Improve keyword rankings for target keywords to top 10 on Google.
- Increase the number of quality backlinks pointing to the website.
- Increase social media engagement.
- Directly increase revenue from customers coming from SEO.

SEO LEADER **OCTOBER 2021 - SEPTEMBER 2023**

SNK - Marketing

As an SEO Specialist, my job responsibilities include:

1. Conducting keyword research and analysis to identify high-value search terms.
2. Optimizing website content, meta tags, and URLs to improve search engine rankings.

3. Implementing on-page optimization strategies such as internal linking and heading tags.
4. Executing off-page optimization techniques like link building and social media marketing.
5. Monitoring website performance using tools like Google Analytics and Google Search Console.
6. Analyzing website traffic data to identify trends and opportunities for improvement.
7. Collaborating with content creators to develop SEO-friendly content that aligns with keyword strategies.
8. Collaborating with web developers to ensure technical SEO best practices are implemented.
9. Staying informed about the latest trends and algorithm changes in the SEO industry.
10. Providing recommendations for improving website performance and visibility in search engine results pages.
11. Developing and executing comprehensive SEO strategies to drive organic traffic and achieve business objectives.

In summary, my role as an SEO Specialist involves a diverse range of tasks and responsibilities aimed at enhancing a company's online presence, increasing organic traffic, and improving search engine rankings.

SEO LEADER, DIGITAL MARKETING MANAGER

November 2019 - June 2021

Kingsport corporation

1. Developing and implementing digital marketing strategies to drive online traffic and generate leads.
2. Managing and optimizing Pay-Per-Click (PPC) campaigns to increase website visibility and conversions.
3. Creating and managing social media marketing campaigns to engage audiences and increase brand awareness.
4. Crafting email marketing campaigns to nurture leads and retain customers.
5. Analyzing website and campaign performance using tools like Google Analytics and marketing automation platforms.
6. Conducting market research to identify target audiences and industry trends.
7. Collaborating with design and content teams to create engaging and effective digital marketing assets.
8. Monitoring and managing online reputation through review platforms and social media channels.
9. Implementing Search Engine Marketing (SEM) strategies to drive targeted traffic and conversions.
10. Staying informed about the latest digital marketing trends and technologies to ensure strategies remain effective.
11. Providing recommendations for improving overall digital marketing performance and achieving business objectives.

ACADEMIC LEVEL

SPECIALIZATION: HOTEL MANAGEMENT **June 2013 - May 2017**

Saigon College of Culture, Arts and Tourism - SAIGONACT

SEO CERTIFICATED **May 2017 - June 2017**

University of Natural Sciences Ho Chi Minh

Graduation classified pretty good
GPA: 7.5

CERTIFICATIONS

5/2017 SEO Expert

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KINGSPORT'S PROJECT

GOOGLE

KINGSPORT **11/2019 - 6/2021**

"ghế massage", "máy chạy bộ"

Team Size 5

Fix HTML code issue and site Wordpress
*** Creat backlinks and do the linkbuilding for site 2.0**
*** Proceed Entity SEO (wiki pages, Social networks, Google map, Earth, Forums,...)**
***Analyze search volume, competition, searcher intent, and product mix.**

1st keyword position

SEO Specialist

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