XUAN NGUYEN

SEO & MARKETING MANAGER

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22/1/1995

Female

Experiences:

* Experience:
 - 3 years Marketing Manager and 7 years Digital Marketing, SEO
- Number of staff managed: 12 members (including: Design, Content, Digital Ads, Social Media, SEO collaborators ...)
- Have knowledge and implementation:
+ Digital Marketing: Google Ads (GDN, Pmax, Search, Install App, CPI), Programmatic Ads (PG Deals, PD Deals, SSP, DSP, Google Ad Manager, Magnite...), Performance MKT, Overall MKT, Facebook Ads (View video, engage post, reach, like page, leads form, Click to web...), Tiktok Ads, Social Media, Email MKT
+ Web SEO: Directly SEO the web with the following tasks: design and build SEO standard websites, optimize onpgae, off page, build articles, find backlinks, internal links to ensure organic traffic develops steadily every month. Guarantee after 4 months: 80% of product keywords in top 5 - 7.
+ Content MKT: Directly plan MKT content, approve ideas on Social from the content team
+ Ad Server: Google Ad Manager, SpotX, Telaria, AWS, SSAI, CSAI, SSP, DSP

Education

* Major: Business Administration **10/2013 - 05/2017**

Hanoi University of Science and Technology

* Graduated from regular school: Good
* Currently studying (2024): Master of Business Administration

Work Expericence

LEADER TEAM (REMOTE) **2022 - 2025**

SEO Agency

- Directly search for customers, consult customers with needs for web SEO, Digital MKT, Social Media and Designer - Consult on quotes and manage customer project performance
- Manage 4 members who are very strong in Web SEO, Digital Ads
- Commitment to organic traffic every month
- Customers: Vietnam, USA and Australia
* Achievements
- SEO project: Vaping customer in the Australian market developed a 4-fold increase in revenue when cooperating with the SEO team after 2 months of working
- SEO project: Aquatic customer in the Australian market increased 2.5 times in traffic after 2 years of working with the team (from 22k - 58k), leading to a 2-fold increase in revenue.

MARKETING & SALE MANAGER (REMOTE) **T2.2024 - T5.2024**

MicroaquaticShop - Australia

Products in charge: 1 Brand and wholesale of ornamental shrimp, 1 Brand of retail aquatic plants, shrimp and shrimp photos
 Job in charge:
*Manager:
- Directly manage 5 employees in Ho Chi Minh City and 1 employee in India in the positions: SEO web, Digital MKT, Content MKT, Assistant Virtual, Email MKT, CS
- Responsible for monthly online sales and traffic on the website
- Deploy work and check performance and results weekly. monthly for Director
* Web SEO:
- Plan for sales keywords, product keywords to top 1-5 Google
- Deploy a strong backlink system, quickly bring the website to the top
- Optimize on page, offpage, audit site
- Standardize UX/UI to enhance customer experience
* Content Marketing:
- Research the market, evaluate competitor content, update viral content on the market
- Plan weekly/monthly content to ensure KPIs on views, interactions on channels (Fanpage, Tiktok, Youtube, Instagram
- Coordinate with content MKT to deploy according to plan, process and update content promptly every day when viral news is updated
- Apply GPT chat, AI to increase work efficiency
* Ads:
- Propose and approve Ads content
- Manage targets, set up ... of each campaign
- Manage budget and campaign effectiveness (ROAS, CPM, CPA, CTR, engage ...)
- Manage daily Ads indicators to promptly evaluate, adjust
* Sale:
- Directly responsible for the revenue and traffic of the entire brand

+ Monetization: IA Facebook, Google Adsense, Google Admod.
+ Network: Have network with agencies, newspapers, television, large page systems, Tiktoker
+ Branding: Make a comprehensive plan for the brand in 1 year, work with the press, Billboard OOH, organize customer events with a scale of 50-100 guests, participate in exhibitions, set up booths.
- Fields implemented (B2B, B2C): Games, software services (SSAI, DRM, CDN, Packager Origin, OTT Solution, Transcoder), men's fashion chain, OTT TV, animal feed additives, IOT agriculture, real estate, English center.
- Good use of Analytics tools: Google Analytics 4, Google Tag Manager, Google Search Console, Google Keyword Planer, Firebase, Similar Web, Zoho, Ahrefs, MailChimp, Rebrandly
- Meeting with foreign partners in English, good communication via email in English
- Experience in running Ads in foreign markets (specifically in Southeast Asia) for Game products, children's animation, software.

Skills

English

Plan

SEO

Digital MKT

Manage

Hobbies

- Camping
- Read book
- Travel

My Case Study SEO team

- Make suggestions and implement suggestions to help increase revenue for the Company
- Coordinate with CS to complete pre-sale, in-sale and post-sale service sets to increase the rate of returning customers
- Manage and coordinate with teammates (Content, Ads, SEO, CS, Assistant, Designer ..) to make the most appropriate, sufficient and reasonable suggestions to help increase revenue

MARKETING MANAGER **2019 - 2023**

TDM Joint Stock Company (4,7 years)

*Technology products (SSAI, DRM, CDN, Packager Origin, OTT Solution, Transcoder)
*Branding:
- Make communication plans (branding, events, OOH, Social, Google Ads, Face Ads, Youtube Ads, Linked In Ads, SEO...) for the company's software products and services and coordinate work in the department to coordinate with other departments to complete the goals.
- Organize press conferences, participate in technology exhibitions (most recently the Martech 2023 exhibition at NIC)
*Sale:
- Work with the technical department and the Sales department to advise on products, negotiate, and sign contracts with customers
- Monitor and report revenue directly to the Board of Directors
* Content MKT:
- Approve Ideas, video scripts to produce podcasts, viral clips, short videos
- Plan to deploy content on Social on a weekly/monthly basis with the goal of increasing interaction and following
- Coordinate with the team, build a quality youtube channel, go viral quickly.
* Ads:
- Directly set up Ads on Facebook, Google, Linkedin to increase leads for the Company
- Optimize advertising through content, UX/UI website

* Commercial products (OTT TV - VTVcab ON)
* Sales:
- Plan revenue, user development plan for OTT TV products and services
- Responsible for and ensure revenue from TV advertising (OTT Ads) up to nearly 1 billion/month
- Negotiate and sign contracts with partners who are agencies and brands that need to book advertising on OTT TV - Operate Google Ad Manager, coordinate with DSP, SSP to increase advertising revenue for the Company's OTT TV products
*Ads:
- Responsible for developing application installation with CPI = 600 VND for Android Mobile and CPI = 2000 VND for IOS mobile (directly set up Ads)
- Responsible for putting the application on the Store and managing the Store (LG Store, SamSung Store, Google Play, AppStore)

*MMO products (IA Facebook)
*Social Content:
- Developing Social fanpage content to help the page from 0 followers to 500k followers in 4 months (sports, memes)
- Training staff to operate the MMO - IA sector

MARKETING & SEO SPECIALIST **2017 - 2019**

TVT Joint Stock Company (2 years)

- Directly SEO the website with product keywords to the top of Google
- Build the process of linking links, internal links, back links for the website
- Optimize onpage, offpage for the website

https://drive.google.com/drive/u/0/folders/1ohCMc1mFC1-kue_5szJbsfEnoaJykMYV

- Coordinate with newspapers, online newspapers to write PR articles, SEO- Design product images, banners for newspapers and Social- Take care of Social and SEO the website to the top of Google
- Organize customer events, Company events (scale of 200 guests)- Register trademarks for Company products- Participate in events, fairs, exhibitions to introduce products- Process paperwork for the department

DIGITAL MARKETING & SEO SPECIALIST **2016 - 2017**

Hachi Technogy Joint Stock Company (1 year)

- Directly SEO the website to the top of Google (position 1-5)
- Perform onpage and offpage optimization
- Build a system of SEO standard articles for blog posts and product posts
- Build an internal link system, find quality backlinks for the website
- Directly manage the website
- Make a digital marketing plan and implement according to the plan- Use Google Ads, Face Ads to introduce products, increase revenue for the Company- Design banners, edit videos- Write and send PR articles to newspapers- Take care of the Company's Fanpage and Website- SEO the website to position 1 on Page 1 of Google- Coordinate to participate in technology competitions - Deploy and participate in events, fairs, exhibitions to introduce the Company's products

SEO SPECIALIST **2016 - 2016**

Galaxy Home Real Estate Joint Stock Company (6 months)

- Optimize onpage, offpage for SEO-standard website
- Build a system of quality articles, SEO-standard
- Backlink to more than 60 real estate satellite sites
- Coordinate the organization of the Company's customer events- Contact the press to send PR articles- Run Google Ads (Search)
- Direct project, consult customers- Report work to superiors

Achievements

2016 Vietnam Talent 2016 in the field of IOT

Certificate

2022 Programmatic Advertising by The Trade Desk Group

2021 Certificate: Project Management

2021 Certificate: The 6 Critical Practices for Leading a team by Franklin Covey

2020 Certificate: Teamwork and effective team management

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