



# BUI THI ANH NGUYET

## SOCIAL MEDIA/ SEO CONTENT

### CAREER OBJECTIVE

With a strong background in digital marketing, SEO, and social media management, I am eager to apply for the position of Social Media Manager. I aim to leverage my expertise in managing social media campaigns, content creation, and brand strategy to enhance online presence, engage audiences, and drive business growth.

### PROFESSIONAL SKILLS

- Social Media Strategy & Analytics
- SEO & Digital Marketing
- Content Creation & Design

### SOFT SKILLS

- Presentation skills in English, with multi-channel interaction.
- Proficient in Google Analytics, Facebook Insights, Canva, Capcut.
- Good English communication
- Good emotional intelligence (EQ), able to work under high pressure
- Leadership & Team Management
- Problem Solving & Analytical Thinking
- Market Research & Competitive Analysis
- Multitasking & Time Management

### WORK EXPERIENCE

#### VIN HAIR Import and Export Co., Ltd

DIGITAL MARKETING LEADER | DECEMBER 2023 - PRESENT

##### SEO:

- Developed SEO strategies aligned with business objectives, optimized keywords, and analyzed competitors. Improved keyword rankings on search engines.
- Ensured content quality and team progress. Trained the team on SEO techniques.
- Optimized on-page and off-page elements, improved website visibility. Built backlinks and performed guest posting to increase traffic.
- Collaborated with **cross-functional teams (product, research, design)** to create content that aligned with the brand's strategy for European and American markets.
- **Results:** Increased Instagram follower count by **35% in 6 months**, achieved a **weekly average of 40 leads** through social media channels.

##### SOCIAL MEDIA:

- Increased Instagram followers by **35% over 6 months, reaching over 15,000 followers** by optimizing posting schedules, engaging with followers, and running targeted campaigns.
- Created and posted over **200 product photos and videos**, generating 1,000+ direct interactions and consistently **bringing in 40-50 leads per week** through Instagram.
- Improved engagement rate by 25% through interactive posts, Q&A sessions, and product giveaways.
- Shot product photos and videos, created scripts, produced videos, and posted content aligned with the brand's development strategy.



## ACTIVITIES

- **Participated in showcasing** at the 2023 National and Southeast Asia ENT Congress.

## CERTIFICATIONS

- **Professional Email Writing** in English – Coursera
- **Brochure Design** for the English for Specific Purposes Department – Hanoi University
- **English B2 Certificate** according to the Common European Framework of Reference (CEFR)

## CONTACT INFORMATION

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# BUI THI ANH NGUYET

## SOCIAL MEDIA/ CONTENT MANAGER

## WORK EXPERIENCE

### INNOCARE Pharmaceutical Co., Ltd

SEO CONTENT LEADER | MARCH 2023 - JANUARY 2024

#### SEO:

- Managed two key company websites, developed SEO strategies, and led a team of 3-5 members.
- Increased organic traffic by **35% in 6 months**, bringing **10 main keywords** into the **top 3 Google** results.
- Evaluated performance and optimized on-page and off-page content, increasing the click-through rate (CTR) from **2.5% to 4.2%**.

#### MEDIA AND EVENTS SUPPORT:

- Directly **introduced pharmaceutical products to professors, doctors, and specialists** from both domestic and international markets. Ensured accurate information was conveyed and left a positive impression on customers.
- **Collaborated with the event team** to set up booths and ensure smooth operations. Participated in designing the program framework to promote the company's booth at the 2023 National and Southeast Asia ENT Congress.
- **Evaluated strengths and weaknesses.** Proposed solutions to improve quality for future events.

## EDUCATION

**HANOI UNIVERSITY – BACHELOR'S DEGREE  
IN ENGLISH AND MARKETING  
GRADUATED 2024**