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HỒ CHÍ MINH CITY

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# NGUYEN DANG UYEN VY

## SKILLS

- Content Development
- Corporate Blogging
- Market Research
- Project Management
- Graphic Design
- Talented Web Writer
- SEO Technical (Onpage/Offpage)
- Proficient in FTP, SEMrush, Google Analytics, Google Adwords, WebMasters, WordPress; basic HTML
- Good at created Excel spreadsheets to manage content development system.
- English for both Written and Spoken

## EXPERIENCE

### **Hoang Giang Agarwood Co. Ltd.**

2017 - 2018

#### Social Media/Web Content Writer

- Wrote targeted content for consumer portion of website.
- Prepared and presented analysis of existing CMS to CEO and Marketing Department.
- Creating & planning content for the whole website & multimedia channels featuring products & services that maximised business for the company.

#### Graphic Designer

- Retouching images, design posters, infographics, creating banner ads.

### **Iris Data Driven Digital Marketing Agency, Ho Chi Minh City**

#### SEO Content Writer

**May 2018 - Present**

- Create, edit, and optimize pages of evergreen content in order to improve SEO ranking for specific keywords.

- Run content marketing reports and SEO analytic reports, collect data with Screaming Frog, Google Analytics, and Google Webmaster tools.
- Provided recommendations for new company website, wrote new content, and edited existing content.
- Assist in designing landing pages, lead forms, and organizing email lead nurture campaigns. Also create, organize, and manage weekly performance of project with excel.
- Write and publish more than 100 blog posts concerning the latest PPC, SEO, social media, and other online marketing strategies for the Iris Data Driven Digital Marketing Agency internet marketing blog.
- Listed as main of Iris's Top SEO Copywriters for 2018.
- Wrote blog posts that hold top #1, #2, and #3 positions in Google SERPs for several popular keywords including: data driven marketing agency, seo agency.

## SEO Executive

### **Oct 2018 - Present**

Manage up to 6 websites using up-to-date SEO techniques to increase traffic and improve site rankings

- Track weekly site ranking and visits through Google Analytics and SEMrush to improve organic searching
- Write up to 30 pieces of content weekly using SEO keywords drawn from Google Analytics and post through CMS
- Oversee content writing team, delegate assignments, edit work for grammatical proficiency and quality of content
- Proficient in FTP, SEMrush, Google Analytics, Google Adwords, WebMasters, WordPress
- Checked and evaluated website content for quality, relevance, and usefulness
- Analyzed internet search queries based on guidelines and procedures
- Documented assessments and results and delivered necessary feedback

## **Freelancer / Self-employed / Working remote**

### Freelance content writer

2017 - Present

**My work at a glance:** Receive a list of article topics, keywords, and specific client requirements. Then plan and prepare overall format of an article.

- Perform research on topic. Collect resources based on the subject matter to write informative and organized articles.
- Planning and set up document for proper article format
- Organize collected information into well-written article
- Submit completed content within strict timeframe

#### **Developed and enhanced skills in:**

- Familiar with keyword and SEO content.
- Regularly write for a variety of clients and a multiplicity of industries.
- Writes content efficiently to meet all deadlines.
- Anticipate the needs of clients by providing the best content.

- Effectively communicate with clients.
- Experience with ghostwriting, copywriting, articles, and blogs.

### Freelance Web Editor

2018 - Present

- I'm responsible for the content and images used on a website. Including planning, researching, copywriting and edit the content for website through CMS.
- Also adaptable for providing content writing working remote or anorganisation's internal intranet site.

### Freelance graphic designer

2017 - Present

- I offer to create graphic design including illustrations, logos, layouts and photos. You'll be the one to shape the visual aspects of websites, books, magazines, product packaging, exhibitions and more.

## EDUCATION

### **University of Economics - The University of Danang - Bachelor Of Foreign Trade - Ordinary**

August 2013 - September 2017,

### **AIM Academy I Content Creative Course - Certificate**

October 2017 - April 2018,

## CONTACT INFO.

### **Vy Nguyen Dang Uyen**

#### **Content Writer & SEO Specialist**

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