

Anh Doan

SEO Specialist

An SEO specialist with 3 years of experience growing organic website traffic through white-hat strategies, data-driven SEO analysis, high-quality content, and site optimization. Constantly learning and testing new tactics to improve search engine rankings and user experience.

lananh270398@gmail.com • +84931422627 • Remote

SEO Specialist

@ Pixcap (3D asset marketplace)

8.2023 - Present

- Conduct routine research on keywords and competitors to identify relevant and high-value keywords to target.
- Optimize meta tags, headers, and on-page elements.
- Create and optimize website content including blog posts, landing pages, and item pages.
- Set, track, and report regularly on key SEO metrics using GA, GSC, Looker, and SEMRush.
- Implement international SEO by conducting local keyword research, optimizing URL structure, content and technical aspects.
- Perform regular SEO audits, collaborate with developers to fix issues, enhance site performance, improve site structure, and implement SEO-friendly changes.
- Build backlinks from high-quality sites to enhance domain authority and improve search rankings.
- Work with UX team to improve user experience, engagement, and conversions.
- Collaborate with other marketing team members on integrated marketing campaigns.
- Provide growth research and implementations for different channels (Pinterest, YouTube, Figma, Reddit, LinkedIn).

★ *Key achievements: Planned and executed SEO strategies, grew 50x organic traffic, improved rankings for 80+ main keywords to top 10, increased domain authority by 72%, improved site structure and technical SEO, implemented localization, retained and enhanced SEO for site revamp phases ([Track record](#))*

SEO Editor, Outreach Specialist

@ Healthcanal.com (US health news resource)

1.2021 - 2.2023

- Conducted routine keyword research and competitive analysis.
- Created content drafts, guidelines and collaborated with content writers to produce high-quality content.
- Edited and optimized content and on-page elements for search engines.
- Managed and took charge of link-building campaigns to boost sales and improve search engine rankings (linkable asset, HARO, guest posting, PR, forum,...)
- Worked with SEO manager to build SEO guidelines.
- Provided training and guidance to team members and content writers.

★ *Key achievements: Developed and managed content for 1M+ traffic website, gained high-authority backlinks, managed link-building and content team, developed SEO SOPs*

Skills

- On-page optimization
- Keyword research
- Link building
- Competitive analysis
- E-E-A-T practice
- Technical SEO audit

Tools

- Ahrefs, Semrush
- Google Search Console
- Google Analytics
- Google Looker Studio
- WordPress, Framer CMS
- Surfer SEO
- Jasper AI

Education

Bachelor of
Management Information Systems
University of Economics Ho Chi Minh City