



VU QUYNH ANH

- Marketing Manager (SEO-Based)
- Certified Scrum Master

+84 903 454 651

marketingcareers.net

qaVu1993@gmail.com

7,19 Van Bao, Hanoi

ABOUT ME

- 12 years of studies and works in Marketing, PR, Communication
- Email: qaVu1993@gmail.com
- Mobile: +84 903 454 651

CURRENT JOB

- SEO+ Expert
- Unstatic.co
- 266 Doi Can, Ba Dinh, Hanoi
- www.appalloy.net

EDUCATION

Bachelor of Communication
RMIT UNIVERSITY, HANOI
2012-2014

Diploma of Design
FPT ARENA MULTIMEDIA, HANOI
2012-2014

High School Graduates
FAHAN SCHOOL, TAS, AUSTRALIA
8/2013 - 1/2014

SKILLS

- Planning and Management
- Creative and critical thinking skills

FAMILIARITIES



SIDE JOBS During weekends

1 ISC EDUCATION 360 Kim Ma, Ba Đình, Hà Nội
<https://www.isc.education/> | Result: Grow from 10K > 54K monthly sessions
Senior Engine Optimizer (Freelance) **11/2023 - Now**

- OKR implementation and tracking
- Keyword planning and analysis
- Onpage optimization

SEO Content Writer (Freelance) **6/2021 - 11/2023**

- Produce 500+ articles
- Routine contents audit

2 HIMAWARI PRESCHOOL - 4 LOCATIONS **12/2019-now**

Social Media Manager (Freelance)

- Manage online assets, including: social media and websites
- Performance Marketing to boost revenue via Facebook Ads
- Design and create simple videos for both daily and ads purposes

EXPERIENCE 2014 - 2024

3 AHASLIDES 105 Lang Ha, Ba Dinh, Hanoi **2 years, 9 months**
Senior SEOer **5/2022 - 5/2024**

- www.ahaslides.com | **Result: Grow from 200K > 3M monthly sessions**
- Project management | OKR planning, Agile marketing management, content team management, quality control, managing budget allocation
- Content management | Content production skills: Content-writing, Graphics design, Video Production, CMS skill, English skill, Editorial skill, HTML/CSS skill

On-page SEO

- Research, planning and optimization
- User-generated content and SEO localization
- SEO audits: Site vitals, Performance audit, Usability audit, Monitoring

Off-page SEO

- Public backlink network management
- Resources planning, partnership, media-buying, guest-posting, backlink management
- Satellite network building, Social sharing, Paid ads
- Martech and analytics by using: Google Analytics 3.0, GA 4.0, Search Console, Ahrefs, Keywords tools, Rank Trackers, Sinbyte...

Marketing Manager

10/2021 - 5/2023

- <https://www.youtube.com/@AhaSlides>
- [How to quiet a noisy classroom](#) | **466K views with 200+ comments**
- [Silent Brainstorm: The 10 of 10 Technique](#) | **9.9K views with 4+ comments**
- [Giving Great Feedback](#) | 51K views

Video Creative and Production

- Planning, idea generating, scriptwriting based on target audience
- Monitor real-time data (views and impressions) on channel and website

4 HELP.PAGEFLY **6/2023 - 12/2023**

Contracted SEO Consultant

- help.pagefly.io | DR: 78 | Total Traffics: 1.9K | Indexed Keywords: 12.9K
- **Apply SEO best practices** to all articles in help.pagefly.io

5 MISA JOIN STOCK COMPANY **1/2021 - 10/2021 (11 months)**

Product Marketing Manager (Full-time)

- HRM Software | <https://amis.misa.vn/amis-nhan-su/>
- **Brand and Strategy Management:** OKR planning and resources.
- Performance Marketing: Planning, executing and evaluating to grow revenue campaigns based on the company metrics.

6 LANGUAGE LINK VIETNAM **12/2019 - 6/2020 (6 months)**

Product Marketing Supervisor

- Performance Marketing: Planning, executing and evaluating to grow revenue campaigns based on the company's metrics
- Organize events at secondary and high schools, **to attract MQLs (Marketing qualified leads)**

7 FPT-SWINBURNE **1/2019-12/2019 (1 year)**

Senior Marketer (Full-time)

- [Swinburne Vietnam Alliance Program](#)
- Set up Marketing activity framework (online and offline)
- **Attract 120 students** for the 1st year (1% CTR of total participants engaged)

8 TOAN DUNG MEDIA (TDM) **5/2018-1/2022 (5 years)**

Digital Marketer (Freelance)

- **Relationship Management** between TDM with local authorities
- Copywriting and translation, 2D designs
- Social Media Management
- Website Management (both in-house and for clients)

9 PANASONIC SALE VIETNAM **2018**

Marketing Executive (Remote)

- Supports in online Marketing activities for Panasonic Sale Vietnam
- Person-in-charge of **2018 Tết Campaign** Management

10 PARADISE VIETNAM **2017**

Junior Marketer

- Earn **3 billion VND monthly revenue** by Facebook and Adwords advertisements. with total cost of 120M per month
- Field of services: Cruises, Hotels, Restaurants, Water Parks,

11 R&B FITNESS WORLD **2015**

Junior Marketer

- Find people interested in gym memberships: MQLs and SQLs
- Earn **1 billion VND monthly revenue** by online and offline distribution in June, July and August 2015, with total cost of 80M per month