



HA TRUONG

MARKETING AND SEO EXPERT
FRONT-END WEB DEVELOPER

CONTACT

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PROFESSIONAL SKILLS

- SEO Auditing
- Keyword research
- Experience using: Ahrefs, Google Analytics & Search Console, SEMrush
- Data analysis & visualization
- Content & email marketing
- Social media strategy
- Web development with experience of: HTML, CSS, JavaScript, Python, PHP, SQL, and Wordpress
- UI Optimization
- Photo editing
- Project management
- Advanced English proficiency

PERSONAL SKILLS

- Fast learner & driven to learn - a growth mindset
- Fast at creating innovative solutions to problems
- Effective independently or in team environments

CERTIFICATES

- IELTS 8.0
- Beginners & Advanced Google Analytics
- Google Tag Manager
- Marketing Analytics with Python Track
- SEO Specialization Coursera

ABOUT

I specialize in digital marketing, with extensive knowledge of SEO. Having 4 years of experience in digital marketing, I've helped brands grow, increased their organic visibility online, and ultimately driven more conversions.

I'm also a self-taught web developer focused on front-end UX/ UI. Passionate about modern design, fast and clean code.

WORK EXPERIENCE

WEB DEVELOPER & SEO CONSULTANT

Freelancer | Mar 2020 - Now

- Design and develop dynamic, user-friendly websites
- Build features templates in HTML & CSS
- Create landing pages using WordPress, React & Hugo
- Develop site content and graphics

FOUNDER AND CONTENT MANAGER

[Expatolife/ Dev Hanbook](#) | Jan 2017 - Now

- Generate and research ideas for posts
- Write, publish, and promote the content
- Maximize site traffic, reaching over 90K views per month
- Develop business relationships for affiliate marketing and sponsorships

SALES & MARKETING EXECUTIVE

[Baolau](#) | Sept 2018 - Feb 2019

- Developed marketing strategies to increase traffic
- Managed company's blog & social media channels
- Ran affiliate program

MARKET RESEARCH INTERN

[INTAGE](#) | March 2018 - April 2018

- Assisted manager in office related works & fieldworks
- Observed and learned about market research
- Translated and compiled research findings

EDUCATION

BBA IN MARKETING

[Ritsumeikan Asia Pacific University](#) | 2014 - 2018
[Copenhagen Business School](#) | 2016 - 2017