

## Trung Bui Van

Ho Chi Minh City • [btrung001@gmail.com](mailto:btrung001@gmail.com) • (+84) 327772362

### Education

#### UNIVERSITY OF ECONOMICS AND LAW

VNU HCM

Bachelor, E-Commerce

August 11, 2022

#### UNIVERSITY OF SCIENCE

VNU HCM

Data Processing with Excel

August 31, 2022

Analyzing and Visualizing Data with Microsoft Excel

October 31, 2022

#### KPIM ACADEMY

Hanoi

SQL Fundamental

March 20, 2022

### Experience

#### GREEN BM JSC

Ho Chi Minh City, Vietnam

##### Marketing Specialist

April 2024 – September 2024

Position: Full time

- Design & Implement SEO strategies, which focus on EEAT, including digital PR actions to gain 4 commercial keywords in top #20 in 6 months. (*KW: plastic roof sheet, plastic tile sheet, transparent roof sheet, plastic gutter*)
- Planning and implement advertisings in cross digital channels (Digital & Trade Marketing).
  - ✚ Communications (PR) campaigns via several newspapers and TV news
  - ✚ Event Marketing (Expo) to identify new opportunities (Include design POSM)
  - ✚ OOH advertising to advertise the brand (Include design Billboards, Banners)
- Support Manager to build strong client's relationships

#### A few Achievements

- SEO: The 4 keywords rank up to top #10 in 3 months
- PR: Advertise the brand on 10 newspaper, reach to over 50.000 users
- VietBuild International Trade Show: The booth got 180 potential clients interested, with 3 clients from India chose to visit the company then. On social media, the campaign reach over 30k users.

#### D1C CREATIVE AGENCY

Ho Chi Minh City, Vietnam

##### SEO & Advertising Specialist

January 2023 – April 2024

Position: Full time

- Design & Implement digital marketing strategies using all necessary channels (e.g. SEO, Website, Emails, social media and PR actions)
- Planning & Implement different brand advertisings on digital channels (Google Ads, Meta Ads, PR actions)

- Research client's products, services and current strategies to identify new opportunities
- Analyze data advertising campaigns, website metrics to set strategy targeted to different objectives.
- Monitor SEO/SEM, marketing and sales performance metrics to forecast trends
- Support Manager to build strong clients relationships

## SEO & Advertising Executive

September 2023 – December 2023

- Involve in different Brand's advertising campaigns on digital channels, Meta Ads, Google Ads.
- Conduct SEO Practices & Tactics: Keyword Research, Build Sitemap, Mockup, On-Page & Off-Page SEO.
- Operate Website Content: Manage Content Updates and Optimize On-Page SEO for client's website
- Shopify Operation: Manage the store for E-Commerce business (Product Creation, Promotion Updates, Content)

### A few Achievements

- **Website SEO Projects:** Together with the team, I have involved in pitching various client projects, including ICM Corp – One of the top tier world companies in Aquarium Construction and Design.  
*Scope: Ads & SEO planning, proposal, website project.*

## TWINKL EDUCATIONAL PUBLISHING

Sheffield, England

### Digital Copywriter

April 2022 – July 2024

Position: Full time remote

- **Planning SEO strategy:** Implement monthly content idea. Design Long-term and Short-term content layout (blog, wiki, Event and product content). Research keywords, categorize keyword and set up content for Vietnamese domain market.
- **Content optimization:** Conduct keyword research, conduct SEO On-page practices. Standardize and Generate content which must be up to par SEO, especially content for the product.
- **SEO Copywriting:** Write blogs and guest blogs (Education, new trends, parenting). Generate Conversion through copies which meets SEO criteria. Creative content for campaigns for traffic trends.
- **Link Building:** Support and Create marketing campaigns to promote Twinkl's Vietnamese domain through email outreach, content creation (blogs, articles), campaign work and working with stakeholders throughout the business.
- **Email Marketing:** Support and help aid generating content for weekly emails sending to users with an aim to promote the products and increase conversion rate.

### A few Achievements

- **Website Org Traffic:** Drive Twinkl's Vietnamese Domain traffic and new user, has increased 250% in 8 months (July 2022 – Feb 2023).
- **Successful Keyword Pillar, and SEO Semantic** with and an increase Org Keywords for VN domain, from 2.300 to 36.000 keywords in 2 years. (Over 1900 kws hold #1- #3, 5000 kws hold #4-#10)
- **Keyword Ranking:** Keyword cluster has ranked top 1, Feature Snippet on Google and surpassed Wikipedia: Topic cluster includes: [Feudal History of Vietnam](#), [Feudal History of China](#), [Folklore](#) and Culture of Vietnam.

- **Conversion Rate:** Content generated huge traffic and brought high conversion rate:
  - [Mid -Autumn festival](#): 1 blog (4,255 new users, 10 sign-ups, 4 downloads after 7 days)
  - [Vietnam Teacher's Day](#): 1 blog (1,339 new users, 1,499 sessions after 30 days)
  - [Christmas](#): 1 blog (1,486 new users, 30 sign-ups, 36 downloads, 1 subscription)

## THEGIOIDIDONG JSC (MWG)

### Content Editor

Position: Freelance

Ho Chi Minh City  
March 2021 – March 2022

- Edit content prior to be publishing on web (2 articles/ day)
- Responsible for adjust tone voices of the content draft that should be suitable for the company style.

### SEO & Creative Copywriting

- Editing in news, synthesizing translations from news sources and events
- Get an up-to-date with latest tech trends and events around the globe.
- Utilize SEO for articles to increase views as well as engagement, target to #1 Google search
- Write blogs/ news and publish on website

### Product Reviewer

- Experience and write technology product reviews (smartphones, laptops, accessories) SEO on demand

### A few Achievements:

- Was assigned by Samsung to write two articles to experience the high-end [Galaxy Z Fold 3](#) and [Galaxy Z Flip 3](#) in Vietnam and gain a reward from the company.
- Write product review articles that assigned from Samsung VN, Apple VN, Dell VN, Acer VN, ASUS.
- Many articles have brought over 30.000 views right after having been published. Example: [Metaverse](#)

## Leadership and Activities

### Ho Chi Minh Communist Youth Union of the Faculty of Faculty of Information Systems

Member

UEL, HCM  
September 2018 – September 2019

### Make Your Viral Contest

Member

September 2018 – May 2019

- Event member, engaging in the organization plan
- Setting up the sponsoring partner system
- Responsible for applying for funding.

## Skills & Interests

### Technical - Tool - Platform

- SQL language, HTML, Wordpress, Shopify
- Google Analytics, Looker Data Studio, PowerBI, SEMrush, Ahrefs, Google Search Control.

**Design skills:** Adobe Photoshop (Basic), Canva.

**Language:** English (Working Proficiency, Vietnamese (Native), Spanish (Basic)

**Communication:** Good at communicating and tightening ties with clients (external), colleagues (internal).

**Interests:** News Hunter – Political junkie – Tech lover