

# PHU NGUYEN

## WORK EXPERIENCE

### SEO & CONTENT SPECIALIST

#### Annam Group | 04/2023- Present

- Build SEO & Content plan for Group's BUS
- Perform keyword analysis, on-page & off-page SEO
- Build UI/UX improvement plan to optimize website and bring better customer experience
- Apply AI, chat GPT into product & blog content execution

### ASSISTANT MANAGER - UX WRITER

#### Masterise Homes | 08/2021 - 12/2022

- Build content strategy and write app content, including informational content, navigational elements, dialog/error/alert messages, FAQs, etc
- Disseminate technical information in easy-to-understand language for non-technical audience
- Research, analyze and understand end-to-end customer experience to ensure all content is technically correct and consistent in voice & tone
- Testing new app features before launching

### SENIOR CONTENT WRITER

#### Lotus Group | 05/2020 - 07/2021

- Plan and write SEO content for company websites as well as product content for e-commerce website
- Research SEO keywords to use throughout the company websites and marketing materials
- Monitor & report daily performance metrics via tools: Google Analytics, Google Search Console, etc
- Brainstorm visual & copy ideas, create content on various platforms: social media, email, PR, etc

### E-COMMERCE CONTENT SPECIALIST

#### Pharmacy | 03/2018 - 04/2020

- Write and publish product content (image & copy) on e-commerce website
- Manage all content which is displayed on company's e-commerce website via CMS
- Brainstorm idea and write content for promotion & campaign banner, landing page, blog post, video script, etc
- Improve and optimize content performance by tracking & analyzing key metrics related to traffic, orders

### CONTENT WRITER CUM SOCIAL EXECUTIVE

#### Saigontel Corp | 11/2016 - 03/2018

- Manage Fanpage nearly 100k likes
- Write content articles related to tourism, F&B for website
- Create engaging, creative, innovative content for social media which enlighten audiences
- Weekly making report about social media performance

## REFERENCE

LINH NGUYEN - DEPUTY IT DIRECTOR  
anhlinh.nguyen@masterisehomes.com



## ABOUT ME

- Typical Gemini (02/06/1992)
- A simple man with complicated mind who has passion for content and idea creation.
- Life quote: "Stay hungry. Stay foolish"

## ACADEMIC HIGHLIGHTS

- 2010-2014

**FOREIGN TRADE UNIVERSITY HCMC**  
Bachelor of International Business

- 2019

**VIETNAMMARCOM**

Copywriter

- 2023

**DIGITAL PLATFORM VIETNAM**

Digital Marketing

## MY SKILLS

English

Design

MS Office

Problem-solving

Communication

Strategy Planning

## CONTACT



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