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SEO & Organic Growth Lead



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PROFILE

SEO & Organic Growth Lead with 9+ years of experience across in-house, agency, freelance, and founder-led projects. Delivered organic growth from zero to millions of monthly visits, approximately 5B VND in SEO-attributed revenue, and measurable visibility across AI search platforms. Strong in technical SEO, content operations, analytics, and Python-based automation.

CORE SKILLS

Technical SEO, SEO Strategy, Content Operations, International SEO, Site Migration, Information Architecture, GEO/AEO, Python Automation, GA4/GSC, Revenue Attribution, Team Leadership

SELECTED RESULTS

- **medlatec.vn** (freelance keyword & content lead, 2021-2022): top-3 ranking keywords grew **22K -> 98K (4.4x)** and organic traffic **1.3M -> 5.4M visits/month** during my engagement on one of Vietnam's largest medical websites (Ahrefs).
- **Pan American Travel** (SEO lead, in-house): **455K organic clicks / 17.2M impressions** (12-month GSC) and **~5B VND SEO-attributed revenue** - delivered with a team of just 1-2 content writers.
- **Rucksack Inn** (agency SEO, Tomo Digital): organic traffic **93 -> 924 visits/month** during engagement after fixing keyword cannibalization; momentum continued to 1,393/month after handover.
- **daquyanan.com** (founder): **0 -> ~38K organic visits/month within 12 months** of launch; my own WooCommerce e-commerce business.
- **AI search (GEO)**: content I built earns **430+ AI citations**, including **259 for golfwithbrio.golf** (119 ChatGPT, 107 Copilot) - a site whose 120+ articles I created end-to-end with AI-answer-ready structure.

EXPERIENCE

SEO & Content Lead (Contract)

BrioGolf / BestShot | Jun 2025 - May 2026 | Remote (*in parallel with agency work - flagship AI-search content project*)

- Created the GolfWithBrio content ecosystem end-to-end: **120+ course guides and education articles** with semantic structure, structured data, internal linking, and AI-answer-ready formatting.
- Result: **259 AI citations** (119 ChatGPT across 33 pages, 107 Copilot, 28 Perplexity - Ahrefs Brand Radar) for a brand-new niche site - a measurable GEO outcome.
- Built technical SEO foundations, GA4/GTM tracking, and deployment workflows; supported web-to-app funnels for the BestShot golf game.

SEO Specialist

Tomo Digital (Agency) | Jun 2024 - Dec 2025 | Remote | 4-5 concurrent international client accounts: hospitality, legal, medical tourism, immigration, B2B services (Singapore, Malaysia, South Korea).

- **Rucksack Inn (SG/MY hostel chain)**: traffic had been flat at ~100 visits/month for 18 months due to keyword cannibalization on the Melaka location - mapped keyword-page conflicts, rebuilt target-keyword mapping, optimized content. Organic traffic reached **924 visits/month by end of engagement** and 1,393/month after.

- **Jacque Law (SG family law firm)**: multiple pages competed for the same divorce keywords with none ranking - consolidated into a pillar-cluster architecture with clean internal linking. Traffic grew **40 -> 713 visits/month peak**.

- **Shalom Movers (SG)**: managed SEO through a full site migration using a custom Python pre/post crawl-comparison analyzer - **zero organic traffic loss** (stable 5-8K visits/month throughout).

- **Happy Sparrow (SG team building)**: diagnosed a ranking drop against high-authority directory competitors via GSC and rank-tracker analysis; traffic recovered **+67% within 4 months** of the recommendations.

Additional accounts included international medical tourism, immigration, and B2B services across Singapore, Malaysia, and South Korea.

Digital Marketing Lead

Pan American Travel | 2022 - 2025 | Hanoi, Vietnam

Led SEO end-to-end with a lean team (1-2 content writers), owning strategy, technical, content operations, and reporting.

- Grew organic visibility to **455K clicks / 17.2M impressions** (12-month GSC) via technical audits, Core Web Vitals optimization, and content operations.

- Generated **~5B VND in SEO-attributed revenue** (2.2B VND in 2024), tracked from organic landing through CRM to closed deals - connected SEO to money, not just sessions.

- Also managed **\$365K+** in Google/Facebook Ads (132,606 leads, \$18.73M revenue) and built Looker Studio/Power BI/Tableau dashboards unifying SEO, ads, leads, and revenue.

- Automated reporting, indexing, and task tracking with Python and Google APIs, saving **20+ hours/week**.

Marketing Executive

Nam Thanh Travel | 2019 - 2021 | Hanoi, Vietnam

- Built and executed SEO end-to-end for flight-ticket keywords: keyword research, on-page, technical, off-page, link building.

- Trained content writers on SEO writing, image optimization, internal linking, and page structure; ran Google Ads for B2C flight keywords.

Early Career

GUU - Marketing Specialist | 2018 - 2019

IndochinaPost - SEO Executive | 2017 - 2018

- Started in hands-on SEO execution: keyword research, on-page optimization, technical checks, GSC reporting, and writer/developer coordination.

FREELANCE & FOUNDER SEO PROJECTS

medlatec.vn - Freelance Keyword & Content Lead | 2021 - 2022

- Owned keyword planning and content operations for one of Vietnam's largest private medical websites: built keyword plans, briefed content writers, QA'd and published all content in my scope.
- During the engagement: top-3 keywords grew **22K -> 98K (4.4x)**, top-10 keywords **65K -> 194K**, organic traffic **1.3M -> 5.4M visits/month** (Ahrefs). The site is now among Vietnam's most-cited medical sources in AI search (4,700+ Grok, ~3,000 Google AI Overviews citations site-wide).

daquyanan.com - Founder & SEO Lead | 2019 - 2021

- Built a feng shui gemstone e-commerce business (WordPress/WooCommerce) and grew it **0 -> ~38K organic visits/month in 12 months** via content clusters, on-page SEO, and site performance; designed feng shui calculator tools as top-of-funnel SEO assets. Content still earns AI citations today.

tritienlaptop.com - Freelance SEO | 2022 - 2024

- Took a laptop retailer from **zero to ~6.2K organic visits/month** peak via technical SEO, category/product optimization, and commercial-keyword content; content has earned **133 AI citations** including 23 Google AI Overviews.

Xe Hung Long - AI-Assisted SEO Engine

- Built an AI-assisted content system for a transport company: **452+ articles, 320+ keyword clusters**, GA4/GTM/GSC event tracking, Python automation for CMS sync and reporting; ~5,400 clicks/28 days, +11.8% MoM.

SEO Tooling (Own-Built)

- Google Indexing API bulk tool, technical crawlers, on-page checkers, SERP/rank monitors, backlink automation, SEO migration analyzer, WordPress on-page automation - Python/PHP/JavaScript. Also built e-commerce site for surfacechain.vn. Province-scale local SEO content system for Rainier (cartinting, every province in Vietnam).

TOOLS & TECHNICAL SKILLS

- **SEO & AI Search:** Ahrefs (incl. Brand Radar), Semrush, Screaming Frog, GSC, schema/JSON-LD, GEO/AEO content structuring, custom crawlers, Google Indexing API.
- **Analytics:** GA4, GTM, Looker Studio, Power BI, Tableau, Microsoft Clarity.
- **Engineering:** Python, PHP, JavaScript, SQL, Selenium, Playwright, WordPress (themes/REST API), Next.js, Nginx, Docker, Cloudflare, VPS.
- **AI:** OpenAI, Gemini, Claude, prompt engineering, AI content pipelines, agent workflows.

EDUCATION

Foreign Trade University | International Economics | GPA: 3.2/4.0