

Nguyen Thi Thuy Tien

SEO Specialist

SEO Specialist with **5+ years of experience** across SEO strategy, technical, content operations for niche and product businesses. Experienced in building SEO foundations from the ground up, managing content workflows, and applying AI tools to automation tasks. Also experienced in YouTube.

EXPERIENCE

Apex Embroidery Designs

May 2026 – Present

Freelance SEO

- SEO restructuring for an established 25 years embroidery business: content, inlinks, sitemap, schema
- Coordinating with design and dev teams on a new UX/UI and site structure
- Using AI-assisted workflows to optimize product pages at scale

Hifunnel - B2B SaaS

Jul 2025 – Feb 2026

SEO Specialist

- Owned the SEO strategy for a B2B SaaS platform: Website Builder, CRM and LMS
- Set up GSC, GA4 and technical SEO foundations: schema, robots.txt, sitemap
- Trained a fresher content writer on SEO writing. Published 254 articles
- Set up Make.com automation to sync lead-form data to Sheets
- **Result:** grew organic search from 121 to 2,255/month; 130+ website leads

GolfGroup Vietnam Golf National

Mar 2023 – May 2025

SEO Specialist

Biendepso1.vn - license plate niche

- Achieved +49% Apr / +39% May monthly session growth. Generated 211 leads.
- Briefed site structure to the Figma designer.

Sodo.vn - license plate

- Grew monthly sessions from 197 to 46,193 (~234x) over 10 months; 698 leads
- Managed a content team of 2 writers, publishing 703 articles

Topgolfbiz.com - golf news

- Led content audit, competitor research and semantic SEO.
- Traffic +76% (Mar), +69% (Apr) following Google core updates

Hocviengolfiga.com - golf academy

- Ranked main target keywords on page 1; grew total monthly sessions from 4,325 to 8,088 (+87%) during the 5-month tenure; coordinated directly with the managing agency

Elipsport Company Limited

Aug 2020 – Jun 2021

Content SEO Intern → Executive

- Built pillar-cluster keyword lists for a PBN (health, news, sport)
- Wrote content for the PBN, main site and guest posts

FREELANCE PROJECTS

- **VinFast (via CB/I Digital), ~3 months** - Co-built and trained a 20-writer content team. Handled recruitment, training, QC and online workflow. ~200 SEO articles
- **Web & design:** Wordpress builds for GuChoice and Kimngocpetro.com; POSM design for Vinamit; media publications for AgriSocial Cafetalk, Tu Bong



My Portfolio

CONTACT ME

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- [LinkedIn](#) · [YouTube](#)

SEO & TECHNICAL

- **Analytics:** GA4, GSC, Ahrefs, Semrush, Screaming Frog, Clarity
- **Technical SEO:** Schema, robots.txt, sitemap, crawl budget
- **Content SEO:** Semantic SEO, Featured Snippets, Pillar-Cluster
- **Onpage/Offpage:** Audit, entity SEO, backlink building, disavow

AI & AUTOMATION

- **Content/Design AI:** ChatGPT, Gemini, Perplexity, Claude
- Automation & AI-assisted coding for non-developers

OTHER TOOLS

- **Web:** Wordpress, Elementor, Headless
- **Design:** Photoshop, Canva, Illustrator

LANGUAGES & CERTIFICATES

- English: TOEIC 785
- Digital literacy: IC3

EDUCATION

B.A. International Business & Marketing

Major in Commercial Business
University of Economics Ho Chi Minh City
GPA: 8.21/10

PERSONAL PROJECT

Gà Gá Học AI - YouTube

23 videos | 8.57K subscribers | 448K+ views