

Kay Chua.

SEO Specialist

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Education

Swinburne University of Technology

B.A. Digital Advertising Technology

SheCodes

Basics, Plus, Responsive, React

SEO Tools

HTML

Wordpress

CSS

Shopify

JavaScript

Figma

SEMRush

Custom CMS

Mailchimp

Data Analytics

Ahrefs

Web Hosting

Screaming Frog

GA4, GTM, GSC

References

Provided upon request

Work Experience

SEO Specialist | Full Time

King Kong

- Successfully strategise SEO campaigns through KW research, optimising SEO content, and quality links across 25~30 client portfolios & various CMS.
- Ranking more than 70% of targetted keywords on page 1 for majority of my campaigns within 3 to 6 months.
- Utilising my front-end development skills to update websites' designs and coding seamlessly.
- Conduct peer SEO auditing to help the team achieve greater campaign results together.
- Collaborate with Account Mangers & Clients to grow business organically through best strategies

Wordpress Developer | Freelance

- Developed and co-designed the wordpress website by using HTML5, CSS3, JS and plugins.
- Accurately replicated given design onto WordPress CMS as approved by client and ensured fluid desktop and mobile experience via custom CSS and JS within a strict timeframe.

Marketing Assistant | Internship

Landrace Life Sciences

- Created digital marketing templates, logo animations and social media content using Adobe Creative Suite.
- Analysing website's performances and making the necessary fixes on website, increasing the audit's score from D- to B (based on SEOptimer)

Barista

Société Malvern

- Consistently produced great quality coffee and building rapport with customers, often generating a high customer retention.
- Cooperated well with fellow staff members by taking initiative on tasks to ensure good synergy for an enjoyable and efficient working environment.