

# YE MAN PYAE

## SEO Specialist



### My Contact

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### SEO Certifications

- Ultimate SEO Training 2024
- SEO Audit
- Local SEO
- Link Building
- Cold Email Course 2024
- Advanced SEO strategies
- HTML Course
- Webflow for Beginners
- Landing Page Design & Copywriting Course
- Keyword Research Certification

### Education Background

- Assumption University  
**Master of Business Administration**  
2024-Present
- Assumption University  
**Bachelor of Business Administration**  
2020-2023

### Languages

- Burmese (Native)
- English (Fluent)

### SEO tools used

- Ahrefs
- Google Analytics
- Google Search Console
- Screaming Frog
- AlsoAsked
- SEO Stack
- Google Trends
- InLinks
- Cuppa

### About Me

I have been working as an SEO Specialist for about 2 years at The Thaiger, one of the biggest media companies in Thailand, and it is also known as a digital marketing agency. I have worked with various big brands for their SEO strategies, especially in making content strategies that will drive traffic to their websites.

### Experience

#### Digital Solutions Specialist | The Thaiger April 2024 - Present

##### Responsibilities

- CRM Software Expert of the company and clients (**Go High Level**)
- Brainstorming content ideas that have **affiliates** and assigning to writers
- Brainstorm trending article ideas and **manage a team of writers**
- Managing the Daily Newsletter of The Thaiger via **Mailchimp (Email Marketing)**
- Project manager of a **Directory Website** in Thailand

##### Achievements

- Have managed to generate over **150K views** in just guide section last month
- Have built a **CRM system** for a Famous Hotel Brand: **Novotel**
- Have made a content plan (Topical Map) for **True Digital Park** (SEA's largest tech and startup hub)

#### Content Specialist and Account Manager | The Thaiger Oct 2023 - April 2024

##### Responsibilities

- Preparing reports and insights for clients
- Managing everything that is related to the clients, and making sure that there's no delay
- Onboarding the client and planning the timeline of the project
- Communicating with clients
- Writing Sponsored and Guide articles
- Going out to press releases and events as an representative of the company

##### Achievements

- Have managed **over 12 clients**
- Managed big clients such as **XM, ThaiFex** and retained them for **contract renewal**

#### Content Writer Intern | The Thaiger April 2023 - October 2023

##### Responsibilities

- Researching **trending** topics and writing **SEO-Optimized** articles that rank
- Use **WordPress** as a CMS to publish and edit content
- Proofreading **Thailand news** and Optimizing **On-Page SEO** for higher visibility in Google News
- Sharing the guide articles on Social Media Platforms

##### Achievements

- Have written **39** English Evergreen articles that are highly SEO optimized
- Have some of the written articles ranked **top ten** in Google search
- Have proofread over **200** news