



YE MAN PYAE

SEO Manager

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SEO Certifications

- Ultimate SEO Training 2024
- Shopify Essential Training
- SEO Audit
- Local SEO
- Link Building Course
- Cold Email Course 2024
- Advanced SEO strategies
- HTML Course
- HighLevel Certified Admin (CRM)
- Webflow for Beginners
- Conversion Rate Optimization course
- Google Tag Manager
- Landing Page Design & SEO
- Copywriting Course
- Entity SEO Course
- Daniel Foley Carter's SEO webinars
- Keyword Research Certification
- Tableau Certified

Education Background

- Assumption University
Master of Business Administration
2024-2025
- Assumption University
Bachelor of Business Administration
2020-2023

Languages

- Burmese (Native) | English (Fluent)

SEO tools used

• Ahrefs	• AlsoAsked
• Semrush	• SEO Stack
• Google Analytics	• Moz
• Google Search Console	• InLinks
• Screaming Frog	• Cuppa
• Microsoft Clarity	• Inlinks
• ChatGPT	• LookerStudio
	• WordPress
	• Yoast SEO

About Me

SEO Manager with **3 years of experience** driving organic growth through technical SEO, on-page optimization, and content strategies. Skilled in using various SEO tools to perform audits, analyze competitor strategies, and improve site performance. Experienced in **managing WordPress projects**, executing **link-building campaigns**, and publishing SEO-optimized content across multiple niches.

Experience

SEO Manager | Nestopa Thailand

Dec 2024 – Present

Responsibilities

- Planned and executed on-page SEO, technical audits, citation building, and **backlink acquisition** strategies for Nestopa's SEO Clients.
- Created monthly SEO performance reports and provided strategic recommendations to improve rankings and traffic.
- Conducted keyword research and implemented content optimization aligned with each client's target market.
- Supported internal SEO growth for Nestopa's own platforms, helping improve domain authority and organic traffic.
- Collaborated closely with sales and content teams to ensure SEO goals aligned with business objectives.

Achievements

- Successfully improved keyword rankings and traffic for multiple clients across **Thailand** and the **UAE**.
- Built and managed a growing **SEO team of 4**, delegating tasks and ensuring the timely delivery of client goals.
- Contributed to higher client retention by delivering measurable improvements in organic visibility and ROI.

SEO Specialist | The Thaiger (Media Company, Thailand)

Apr 2023 – Apr 2025

Responsibilities

- Led technical audits using Screaming Frog and on-page optimizations for **The Thaiger and 12+ clients**.
- Conducted keyword research, content planning, and topical map creation for high-profile brands like True Digital Park.
- Managed daily newsletter campaigns via **WordPress**, Mailchimp, and CRM automation for clients via Go High Level, and affiliate content planning.
- Oversaw a team of writers, assigned trending topics and affiliate content, and served as project manager for a national directory website.
- Modified and SEO-optimized the content in WordPress
- Represented The Thaiger at press events and coordinated directly with clients as an account manager.

Achievements

- Generated **150K+ monthly views** in the Guide section alone.
- Built a custom CRM system for Novotel and helped optimize an e-commerce site (Dusita Spa).
- Contributed to long-term SEO success for clients like ThaiFex, XM, and Capone's Pizza.
- Authored **39+ evergreen SEO articles**, with several ranking in the top 10 Google SERPs.

Author Profiles and Websites I own (Click to read)

[The Thaiger](#) | [Caffeine Spots](#) | [Nestopa](#) | [Medium](#) | [Poker Bangkok](#) | [Khaosan Bangkok](#)