



Thaw Zin

SEO/SEM Specialist

A wizard of SEO/SEM with solid web development background, and I've been dedicated for over 5 years to optimizing business websites to be loved by Google and site visitors. I'm a bit of a goofball and love to bring a penchant for humor into the process. But, I'm a diligent worker who consistently delivers results and know how to enjoy the journey. If you're looking for an SEO/SEM pro with expertise and a sense of humor, I'm yours!

Contact

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Personal Profile

Date of Birth : 25-Jun-1993

Gender : Male

Marital Status : Single

Nationality : Myanmar

Location : Thailand

Education

2013, 2014

B.C.Sc, B.C.Sc (Hons)

Computer University (Sittwe)

2023

Business Management

Strategy First University

Expertise

- Web Development (HTML,CSS,JS)
- SEO (Search Engine Optimization)
- SEM & Google Ads Advertising
- Google Web Designer (GWD)
- ASO (App Store Optimization)
- Social Media Advertising
- Google Analytics (GA4)
- GTM (Google Tag Manager)
- Looker Studio
- Firebase Analytics

Experience

Jan 2022 - Oct 2023

Asia Strategic Holdings Limited

Assistant Paid Search Manager

Managed and optimized Google Ads advertising campaigns for five business units, including Wall Street English, Auston University, Yangon American School, Kids&Us School, and Exera. Main responsibilities encompassed conducting targeted marketing campaigns, generating high-quality leads, and driving conversions.

Oct 2020 - Sep 2021

Super Seven Star Co., Ltd

Digital Analyst

Manage SEO and PPC advertising in marketing campaigns for E-Commerce project and generate analytics reports for both the website and mobile apps by tracking engagement events using GTM (Google Tag Manager) for the website and Firebase Analytics for the apps.

Jun 2019 - Jul 2020

Shopmyar Co., Ltd (Spree.com.mm)

SEO/SEM Specialist

Conduct website SEO and SEM (Google Marketing Campaigns), managing engagement reporting and analysis for both the website and mobile apps, and undertaking data virtualization and analysis report of e-commerce with Google Data Studio (Looker Studio).

Mar 2018 - Dec 2018

MMRD Co., Ltd.

SEO Specialist

Optimize SEO for 14 of the company's business directory websites, which include Yangon Directory, Mandalay Directory, Myanmar Business Directory, and others, and achieved high rankings for these sites on Google search results pages. Plan and execute digital marketing campaigns across various channels to increase brand awareness and generate valuable leads for the company.

May 2016 - Mar 2018

Grip Technology Pte., Ltd (Singapore & Myanmar)

Full-Stack Web Developer

Develop dynamic and responsive websites for clients based in Singapore and Myanmar. Furthermore, I take on the responsibility of incorporating essential SEO requirements and features to boost their search engine rankings.

Industry

- Web Development
- E-Commerce
- Market Research
- FMCG
- Education

Web & SEO Projects

- www.wallstreetenglish.edu.mm
- www.kidsandus.net.vn
- www.deheus.com.mm
- www.prudential.com.mm
- www.howtocook.com.mm
- www.mzonlinemarket.com
- www.yangondirectory.com
- www.ewhalemyanmar.com
- www.gbank.com.mm
- www.myantrans.com
- www.abank.com.mm
- www.carpromyanmar.com
- www.blueskyvisionary.com
- www.spacelightelectronic.com
- www.mmbusinessguide.com

SEO Tools

- SEMrush
- Ahrefs
- Moz
- SE Ranking
- Screaming Frog
- Yoast SEO
- Google Search Console

Other Tools

- HubSpot
- TypeForm
- Uberall

Personal Skills

- A social drinker to build strong relationships with others
- Bring innovative ideas by checking surroundings' location
- Multitasking and maintain a good sense of humor under pressure
- Prioritize customer satisfaction with a friendly approach
- Meticulous in ensuring high-quality control and accuracy (Even 1px in CSS)
- Able to communicate well in both English and Burmese (Myanmar)

Skill Sets

SEO (Search Engine Optimization)

- Site Audit & Strong Technical SEO
- Keyword Research & Planning
- Off Page & On Page SEO
- Internal & External Link Building
- SEO Content Creation & Optimization

SEM (Search Engine Marketing)

- Google Ads Campaign Management
- Writing Compelling Ad Copy
- Google Ads Conversion Tracking
- Creating Animation Ads Banners with GWD
- Ads Landing Page Optimization

SMM (Social Media Marketing)

- Social Media Strategy
- Social Media Analytics
- Paid Social Advertising Campaigns
- Social Media Ads: Facebook, LinkedIn

ASO (App Store Optimization)

- App Store Optimization (Android & IOS)
- App Search Pack on Google Search.
- App Promotion Campaign
- ASO tools: Appfigures, App Radar.

Web/App Tracking & Analysis

- Strong GTM (Google Tag Manager)
- DataLayer Implementation for Service/Product
- Experience in Google Analytics (GA4)
- Firebase Analytics Tracking
- In-App custom event tracking
- Looker Studio for Interactive Reporting

Web Design & Development

- PHP, CMS (WordPress, Magento)
- HTML/5, CSS/3, Bootstrap
- JavaScript, JQuery, Ajax,
- Database such as MYSQL,

Top Project Experiences



- Wall Street English (Myanmar & Vietnam)

- Run Google Ads & PPC campaigns with sale targets
- Managed the websites for quality leads conversion
- Created Animated Display Banners for Ad Campaigns
- Website Traffic Management and measure leads with Hubspot



- Kids&Us (Myanmar & Vietnam)

- Fully developed the sites: <https://kidsandus.net.vn/>
- Fully developed the sites: <https://mm.kidsandus.world/>
- SEO Optimization with target keywords for Vietnam region
- Land Page Creation for seasonal campaigns



- Prudential Myanmar (www.prudential.com.mm)

- Fully SEO Optimization: Keywords, Site Audit, Technical SEO, ..
- SEO Friendly Content Creation & Optimization
- On Page and Off Page SEO implementation, Backlink Creation
- Managed SEO for target keywords and achieved high ranking



- De Heus Myanmar (www.deheus.com.mm)

- Keyword Research & Planning for Livestock website
- Technical SEO Configuration in Optimizely CMS
- On Page and Off Page SEO Optimization for pages
- Managed SEO for target keywords with #1 on Google



- MZ Online Market (www.mzonlinemarket.com)

- E-Commerce SEO implementation for Online Shop
- Run Google Ads & Social Media Campaigns
- Implement DataLayer for products with Tag Manager
- Track & Create Custom Events in GA4 for website actions
- Generate Interactive Analytics Report with Looker Studio
- ASO for mobile apps, achieved high ranking in App Stores



- Yangon American Int'l School (www.yangonamerican.edu.mm)

- Run Google Ads & PPC Campaigns for monthly
- Create animated Display Ads with Google Web Designer
- Manage the website for high-quality Leads Generation
- Website Traffic & Analytics Management with GA4 & HubSpot

Career Objectives

A position with my skill sets providing the opportunity to make a strong contribution to organizational goals through continued development of professional skills.

Reference

Min Aung Kyaw

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