

NG HUI CHEN

+6010 - 467 5275 · vannesang97@gmail.com · /in/vanessan97

Penang, Malaysia

SENIOR SEO SPECIALIST

Results-oriented SEO Specialist with over three years of experience driving organic growth through innovative, data-driven strategies. Proficient in leveraging advanced SEO tools to enhance visibility, improve domain authority, and increase high-intent traffic. Expertise in technical optimization, content alignment, and strategic link-building campaigns has consistently led to improved search engine rankings and user engagement. Committed to continuous improvement and professional development, fostering team capabilities while delivering measurable results.

STRENGTHS AND EXPERTISE

Google Analytics 4	SEMRush	WordPress
Google Search Console	Google Ads (SEM)	Mangools
Screaming Frog	Content Marketing	Ahref
Media Outreach (Digital PR)	Link Building Outreach	AI Agents & Prompt Engineer

PROFESSIONAL EXPERIENCE

Meshradix Sdn Bhd
Senior SEO Specialist

Feb 2025 - Present

Highly experienced and results-driven SEO Specialist with a proven track record of developing and executing data-driven strategies across technical, content, and link building domains. Expertise in leveraging advanced SEO tools (Semrush, Google Search Console, Google Analytics, Hike SEO, Google Ads, Screaming Frog, Ahref) to enhance organic visibility, improve domain authority, and drive high-intent organic traffic. Dedicated to continuous improvement through mentorship and strategic team capability development.

Key Achievements & Contributions:

Strategic SEO & Authority Growth

- Significantly increased Domain Authority (DA) score via Semrush tools, directly resulting in enhanced overall backlink profile strength and competitive organic ranking performance.
- Successfully delivered growth in competitive organic traffic and keyword rankings through continuous analysis and optimization of site structure and content-to-intent alignment.

Technical & On-Page Optimization

- Resolved complex technical SEO issues identified through in-depth site audits, successfully ensuring seamless indexing, crawlability, and optimal site speed across all devices.
- Drove content efficiency by optimizing existing high-value content, aligning it with current search intent and established SEO best practices to maximize visibility and reach.
- Spearheaded comprehensive on-page optimization efforts (titles, meta, schema markup) across the website to fully capture high-ranking opportunities identified via keyword research.

Leadership & Team Development

- Demonstrated initiative and commitment to organizational capability by contributing the strategic suggestion to invite a trainer, enhancing team skills in cutting-edge SEO and content marketing techniques.
- Served as a primary mentor to junior team member on best practices for Content Marketing and the efficient, practical usage of advanced SEO tools, building the department's internal expertise.

Link Building & Off-Page

- Developed and executed targeted link-building campaigns, strategically enhancing the backlink profile and ensuring regular monitoring and disavowal of toxic links to maintain optimal SEO health.

Media Outreach (Digital PR)

- The proactive process of connecting and pitching with online media journalists, related bloggers, and influencers to earn media coverage and build high-trust endorsements for our brand.

Accomplishments:

- Successfully improve the total brand clicks of 170% and CTR of 180% ; 64% of Authority Score.

Exabytes Malaysia SEO Specialist (L3)

Dec 2024 - Feb 2025

Oversees content strategy at Exabytes, driving organic traffic growth through strategic content plans, optimized blog layouts, and backlink link building. Conducts detailed keyword analysis to align content with search intent and refines strategies based on industry trends. Prepares actionable reports with insights and recommendations for future initiatives.

Accomplishments:

- Ranked new contents on the first page for at least 3 targeted keywords (maintained), driving increased visibility and engagement.
- Revamped and improved the visibility of older posts, optimizing them for higher search rankings and traffic.
- Achieved significant growth in organic traffic, boosting overall website performance and user interaction.

8 Isles Sdn. Bhd. SEO Specialist

Apr 2023 - Nov 2024

Implemented SEO strategies that improved search engine rankings on Google and Baidu. Led content production and optimized site navigation to enhance user experience. Managed projects effectively, driving increased website traffic and maintaining visibility across digital platforms.

Accomplishments:

- Built and managed websites for three main brands, successfully boosting traffic and maintaining consistent visibility.
- Developed a website from scratch using basic HTML and CSS, focusing on a simple and minimalist UI/UX design to enhance user interaction.
- Optimized website performance, ensuring a seamless experience while driving engagement and maintaining steady traffic growth.

Career Wise Sdn Bhd HR Headhunter

Dec 2021 – Mar 2023

Designed recruitment campaigns and managed the end-to-end candidate assessment process. Fostered strong client relationships to ensure alignment with hiring objectives. Contributed to the creation of compelling marketing materials to attract top talent.

Accomplishments:

- Successfully hired multiple headcounts to fill roles in the Fintech and Engineering sectors, meeting hiring objectives.
- Led and organized Singapore headhunt collaboration, successfully managing the hiring process and ensuring client satisfaction.
- Contributed to brand marketing by writing HR-related blogs and designing pamphlets to enhance company visibility and attract top talent.

PERSONAL BLOG PUBLISHED (WORDPRESS)

Unfolding the Self: A Soulful Memoir

This memoir is a heartfelt journey into the moments that have defined my life. From the innocence of childhood to the complexities of adulthood, it's a collection of experiences and lessons.

The Herd is a Trap: Why Your Need to Fit in is Killing Your Soul

"The herd may keep you warm, but it will never keep you wise." An investigation into the "Biology of the Herd" and the staggering cost of the "Porcelain Mask."

Memoirs: Soft Hearts in a Hard World- My Search for Real Connection

A soft heart can survive a hard world by staying gentle while choosing more carefully where it gives its tenderness.

Memoirs of Chasing Sunbeams

A journey of finding light in life's fleeting moments, celebrating small joys, and embracing the warmth of hope amidst challenges.

Memoirs: Threads That Bind Us

Life is woven with moments, and cherished friendships like Sandra's energy, YC's wisdom, and Priyanka's support are its strongest threads.

Kintsukuroi: Embracing Life's Cracks with Resilience and Grace

Embrace life's imperfections with kintsukuroi—a journey of healing, self-discovery, and turning scars into golden strengths.

EDUCATION

Wawasan Open University (WOU)

Graduate Bachelor Honor in Management with Psychology (Part-Timer Course)

Accomplishments:

- Led 10 members in Curriculum subjects to successfully donate to 4Paws and an orphanage, with all members scoring A for the coursework.
- Led a team of 3 members in an Entrepreneur coursework project, achieving a successful score with an outstanding presentation and restaurant setup and menu ideation.

DISTED Stamford College

Graduate Diploma in Hospitality Business Management (Full-Timer Course)

Accomplishments:

- Raised MYR 30,000 for charitable causes, supporting the breast cancer association and bras for the UK organization.
- Directed and filmed a breast cancer awareness film for the Disted College marketing course.

COURSES

Excel Academy (KL)

SEO & SEM Training Workshop

SEMrush Academy

Content-Led SEO with Brian Dean

SEMrush Academy

Off Page SEO with AI Essentials

SEMrush Academy

Navigating On-Page and Technical SEO

SEMrush Academy

SEMrush SEO Crash Course with Brian Dean

CURRICULAR

Orient Fitness

Martial arts (Boxing & Muay Thai)

Musica Sinfonietta

Musical Camp (Violinist).

NG HUI CHEN

SENIOR SEO SPECIALIST

TO WHOM IT MAY CONCERN,

I am writing to express my keen interest in the position of **Senior SEO Specialist**, as referred to in the job advertisement. With a strong foundation in content strategy, search engine optimization, and digital marketing, I am eager to contribute my skills to your team and help drive organic growth and brand visibility. My previous roles in the C&B division of the Semiconductor Industry and the Recruitment Division of a Staffing Consultation Firm have equipped me with valuable analytical, strategic, and communication skills that I am now eager to apply in a digital marketing environment.

SEO & Digital Marketing Expertise

Through self-learning and hands-on experience, I have developed proficiency in key SEO, digital marketing, and web development tools, including:

- ✓ **Google Search Console & Google Analytics 4 (GA4)** – Monitoring website performance, indexing issues, and traffic trends to refine SEO strategies.
- ✓ **SEMrush** – Conducting keyword research, competitive analysis, backlink audits, and on-page optimization to enhance search rankings.
- ✓ **Ahrefs** – Implementing link-building strategies, analyzing backlink profiles, and identifying high-authority opportunities to improve website domain strength.
- ✓ **Screaming Frog SEO Spider** – Performing basic broken link checks, site audits, and technical SEO analysis to improve website health and crawlability.
- ✓ **HTML & CSS (Basic Coding Knowledge)** – Understanding website structure, optimizing metadata, and making minor code adjustments for SEO performance.

Content Marketing & Graphic Design

Beyond technical SEO, I bring extensive expertise in AI-driven content creation and visual storytelling to enhance digital marketing strategies. My experience includes:

- ✓ **AI-Driven Content Marketing** – Utilizing AI-powered tools to craft engaging, data-driven content that aligns with search intent, ensuring high-value, SEO-optimized articles and landing pages.
- ✓ **Infographic Design for Exabytes** – Designed visually compelling infographics for Exabytes, effectively translating complex data and technical insights into digestible, shareable visuals that enhanced user engagement.
- ✓ **20+ Marketing Campaigns for CareerWise** – Conceptualized and executed multi-channel marketing campaigns, integrating SEO, content strategy, and visual design to drive brand awareness and lead generation.
- ✓ **Boosting Click-Through Rates & Audience Engagement** – Designed high-converting brochures, flyers, and animated presentations using Canva, Adobe Photoshop, and Figma, resulting in increased CTR and audience interaction across digital platforms.

VANESSA NG

SEO SPECIALIST

People & Project Management

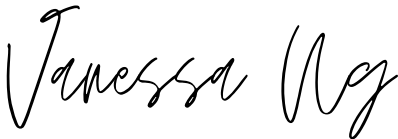
In my previous roles, I have:

- ✓ Led two university projects, managing a team of 10 members, focusing on curriculum development and event execution.
- ✓ Managed multiple projects simultaneously, meeting tight weekly deadlines while ensuring high-quality deliverables.
- ✓ Provided exceptional customer service, handling candidate and client inquiries with professionalism and clarity.

I am a proactive and self-driven learner, continuously seeking ways to enhance my SEO expertise and stay updated with industry trends. I have also developed a portfolio showcasing my SEO analysis, content strategy, and digital marketing projects.

I have attached my resume for your review and would welcome the opportunity to discuss how my skills and experience align with your team's objectives. Thank you for your time and consideration. I look forward to the possibility of contributing to your company's success.

WARMEST REGARDS,

A handwritten signature in black ink that reads "Vanessa Ng". The signature is written in a cursive, flowing style.

VANESSA NG