**Yang Li**

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**Career Skills & Highlights**

* Strong skills of search engine optimisation.
* Goal-driven ability to help clients’ websites improve SEO results - conducting keyword researching, auditing and confidently provide and implement SEO recommendations to improve rankings, traffics & conversions for websites.
* Strong Ability to implement code changes to meet SEO requirements in several of CMSs, such as WordPress, Magento, BigCommerce, Shopify, neto etc.
* Strong experience of managing SEO clients, providing and explaining SEO tactics to help clients meet their business goals in terms of SEO.
* Strong skills with website front-end languages: css, js, jQuery, html etc.

**Latest SEO Clients**

**StanleyPackaging.com.au** – organic traffic and revenue increased by 118.22 % and 259.87% in 12 months.

**McDonaldMurholme.com.au** – organic traffic and conversion increased by 80.21% and 104.5% in 6 months.

**KeepItPersonal.com.au** – organic traffic and revenue increased by 36.33% and 35.28% in 4 months.

**Thinkofus.com.au**– organic traffic and revenue increased by 208.22 % and 156.6% in 12 months.

**Employment History**

**Search Manager** June 2018 – Now

**Overdose Digital, Cremorne**

* Managing large scale SEO campaigns
* Conduct detailed SEO audit reports for clients
* Keyword researching
* IA analysis and recommendations
* Monthly tech checks and reporting
* SEO risk analysis and ranking rescuing
* Backlink opportunities analysis

**Search Specialist** March 2016 – June 2018

**Emote Digital, Hawthorn**

* Managing SEO campaigns
* Providing SEO audit reports for potential clients
* Making and implementing SEO plans and strategies
* Doing keyword research
* Improving organic traffic and keyword rankings
* Writing monthly SEO reports for clients

**SEO Specialist** November 2014 – March 2016

**StewArt Media, Mt Waverley**

* Analysing clients’ websites
* Making and executing SEO plans
* Code modifying, making extra functions
* Optimising conversion rates to meet clients and Google’s needs
* Communicate with clients to understand requirements and provide solutions, feedbacks and reports.

**SEO Developer** December 2013 – November 2014

**StewArt Media, Mt Waverley**

* Executing SEO plans including element implementing creating custom themes for different CMSs, code modifying, making extra functions.
* Strong experience with front-end (including responsive design) design for websites.

**IT Director (Volunteer)** March 2016 – Now

**Chinese Stroke Support Group Inc.**

* Building, maintaining and updating websites to help more people understand how our group can help people with stroke.

**Education**

**Master of Applied Information Technology** Mar 2012 - Nov 2013

Monash University, Melbourne, Australia

*Major in Software Engineering, Distributed and Mobile Systems*

**Languages**

English, Chinese (Cantonese, Mandarin)

**Skills**

SEO, Google Search Console, Google Analytics, Screaming Frog, SEMrush, Ahrefs, Stats, KeywordIO, Deep Crawl, URL Profiler, MajesticSEO,

WordPress, Magento, neto, Shopify, BigCommerce

Git/Bitbucket

php, HTML, CSS, JaveScript, Jquery, ASP.NET, PS6, Microsoft Office

**References**

Available on request.