

Doan Thanh Huy

Address: 1502 Huynh Tan Phat Street, Phu My Ward, District 7, HCMC

Mobile: 0813137070

Email: doanthanhuy0402@gmail.com

Gender: Male

Portfolio: <https://antonio-doan.tech/>

Applying for the position: **Junior Front-End Developer**

About Me: With 4 years of robust leadership experience in the marketing department and over 1 and half years of hands-on experience with real-world projects in ReactJS as an SEO engineer at Kamereo, I have developed impressive technical SEO skills and a deep understanding of best practices. My expertise extends to UI and graphic design, where I confidently utilize tools like Figma and WordPress to deliver exceptional results

I'm always eager to learn and stay up-to-date with the latest web development technologies. I like coding because it allows me to implement innovative ideas and build well-designed websites. I'm confident that my skills and experience make me a valuable addition to any team.

Career Objectives: With my expertise in web development and marketing strategies, I am confident that I can make a valuable contribution to the growth and success of your company. I am actively seeking to join a professional software team where I can gain practical experience and develop my technical skills. My ultimate goal is to become a full-stack developer and undertake independent projects that will benefit the company.

Highest education:

- The Bachelor of Business Administration at International University – HCM National University.
- The Bachelor of Information Technology at the University of Information Technology – HCM National University.

Special Skills:

- Reliable and Aggressive
- Analytical and problem-solving skills
- Proficiency in Web development skills
- Advanced English
- Good presentation and communication skills
- Ability to organize and work under pressure
- Basic skills in Graphic Design and Creativity
- Ability to constantly learn new things and look to further expand my knowledge by learning

Working Experiences:

11/2023 – 03/2025: SEO Engineer at Kamereo, LTD – a tech-enabled B2B food supplier

1. Web Development and Technical Skills:

- Implement the necessary code logic to enhance the URL structures, breadcrumb navigation, schema, link previews, and overall performance to align with the best SEO practices for Kamereo’s website structure using ReactJS and Redux.

- Develop landing pages and implement new features based on UI/UX design for Kamereo's e-commerce website while working with external APIs like Google Cloud and GraphQL server...
- Improving site speed for both WordPress blogs and React pages by implementing a caching system (Redis, Memory Cache with SQLite) on the server (Node and PHP), reducing unused JavaScript, and enhancing loading times with Webpack.
- Revise the user interface, adjust the plugin settings through code, and create new features for the WordPress blog, such as a Product Carousel, Font Resizer, Related Posts Sticky Block, Count Down clock and more.

2. *SEO Optimization:*

- Conducted comprehensive SEO site audits to identify and address technical issues, then implemented Node Server as an advanced SEO practice for handling server response on CSR platforms.
- Implement advanced on-page SEO best practices, including optimizing metadata using the React-helmets library, implement auto generating schema markup, XML sitemaps, and Google Merchant dynamically using Node.
- Continuously monitor website traffic, user engagement, and search engine rankings using advanced tools like Google Analytics and Google Search Console.

3. *Featured Projects*

Projects	Description	Development Kits	Links/Demos
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Distribution Location Landing Page	This landing page enables users to filter distribution locations shown on Google Maps according to various attributes, such as city, district, and store. Depending on the user's selections, the page displays the addresses of the stores, organized by district and branch. Additionally, users can click on map markers to receive directions to a selected store. The data is sourced from a Google Sheet, allowing administrators to easily edit or add more stores to the landing page.	- FE: React, Redux, Redux Saga, Google Map API, - BE: GraphQL, Google Drive API	https://kamereo.vn/he-thong-phan-phi
Wordpress Landing Pages	The landing page introduces the company and allows users to filter current job recruitments based on team, location, and search input. Data is retrieved directly from the WordPress database, enabling the admin to create all necessary job information, such as position, description, team, and more.	- FE: Vanilla Javascript with Ajax - BE: Wordpress with Advanced Custom Field, Custom Post Type, Custom Meta Boxes	https://kamereo.vn/blog/vi-tuye-n-dung/

06/2016 – 04/2021: Marketing team leader at Vietnam Canada Study Abroad

Consultant Agency LTD

Job description:

- Work out a media plan under the company's Marketing Plan
- Implement, track, measure, and monitor the effectiveness and cost of advertising campaigns on online marketing channels (heavily focused on

FB) as well as offline channels; then, make reports and analyses to make decisions to optimize advertising costs.

- Create and manage content related to business services and expand customer conversion channels, including Blogs, Landing Pages, Email Marketing, and Phones...
- Coordinate with the creative team to build the necessary Design graphics and SEO content to adapt to the marketing campaign.
- Implement re-marketing activities via set-up automation workflow (email, paid ads) and instruct follow-up activities through Customer Service.
- SEO: Research and propose keyword sets, build backlink systems, and user flow to attract traffic and improve website rankings.
- Assist and was in charge of other side projects from the Canadian team and Director on the company's different business sectors including import-export and real estate investment.