

KYAW SAN LIN

Junior SEO Specialist — Content Writer — WordPress SEO — Virtual Assistant

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Professional Summary

Motivated Junior SEO Specialist, Virtual Assistant, and Content Writer with hands-on experience managing WordPress websites, performing keyword research, on-page SEO, technical SEO, content optimization, and AI-assisted workflows. Skilled in Google Search Console, Google Analytics 4, Canva, ChatGPT, and productivity tools. Experienced in website management, administrative support, research, and creating SEO-focused content. Passionate about helping businesses improve online visibility, streamline workflows, and achieve measurable results.

Skills

SEO: Keyword Research, Search Intent Analysis, On-Page SEO, Technical SEO Basics, SEO Content Writing, Internal Linking, Image SEO, Metadata Optimization, URL Structure.

WordPress: Website Management, Blog Publishing, Category & Tag Management, Media Optimization.

Tools: WordPress, Google Search Console, Google Analytics 4 (Learning), Google Keyword Planner, Canva, ChatGPT, HTML, CSS, GitHub, Google Sheet, Microsoft Office.

Projects

SEO Optimization for [AcneCure7 WordPress Website](#)

2026

Tools: WordPress, Yoast SEO, Rank Math SEO, Google Search Console, GA4, Google Keyword Planner, Google Trends, ChatGPT, Canva.

- Built and managed an SEO-optimized WordPress skincare website.
- Performed keyword research using Google Keyword Planner and Google Trends.
- Optimized title tags, meta descriptions, headings, URLs, and image alt text using Yoast SEO and Rank Math SEO.
- Created SEO-friendly blog posts following on-page SEO best practices.
- Submitted XML sitemaps and monitored website indexing using Google Search Console.
- Tracked website performance, impressions, clicks, CTR, and user engagement using Google Analytics 4.
- Improved internal linking and website structure for better navigation and SEO.
- Optimized website speed, mobile responsiveness, and Core Web Vitals.
- Designed SEO graphics with Canva and used ChatGPT for content planning, keyword research, and SEO optimization.

Education

Diploma in Digital Marketing

SHAW ACADEMY

Certifications

- **IBM Search Engine Optimization and Content Marketing** [Verify Credential](#)
- **Digital Marketing and E-commerce** [Verify Credential](#)

Languages

Tamil (Native)

Burmese (Native)

English (Professional)

Malay (Intermediate)

Additional Information

Available for Remote Work — Open to Full-Time SEO, Digital Marketing, and WordPress opportunities.