



# ZeFang Ding

SEO, Digital Marketing

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## Career Objective

Combining the professional marketing competence and strong multimedia background, I have great passion in Digital Marketing. My only expectation is to become a future Digital Marketing director.



## Work History

### SEO executive @ iprospect malaysia

2017 March - Present

- Conduct SEO Audit, Keyword Research, Competitors Analysis
- End-to-end Project Management (Strategic Planning, Budgeting, Timeline, Progress Measurement, Reporting)
- Improve on-page elements (site structure, code, user experience, page speed, content optimization)
- Set up and manage Outreach Campaign
- Set up and Maintain Content Automation Network (CAN)
- Generate SEO report

### Web Developer @ iprospect malaysia

2016 Feb - 2017 March

- Conduct Wordpress developing for both front-end and back-end.
- Create different wordpress plugin and theme for clients

### SEO and Web Developer Freelancer

2012 - Present

- Day-to-day management of clients as the point of contact.
- Developed SEO strategies & planning out SEO scope of work & pricing.
- Conducted SEO training sessions for internal agencies and clients.
- Conducted SEM & SEO integration reports for better budgeting from an SEO perspective.
- Keep up-to-date with Digital Marketing & SEO trends.
- Deep understanding of search landscapes in Malaysia and the APAC Region.
- Conducting Site audit to develop an SEO Strategy.
- Doing on-site SEO and Off-site SEO



## Educational Background

### Bachelor of Marketing @ University Sains Malaysia

2011 - 2015



## Language Proficiency

### English

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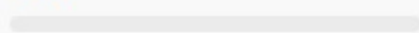
### Chinese

★★★★★

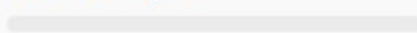


## Expertise

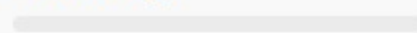
### SEO



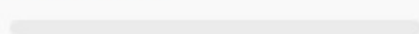
### Data Analysis



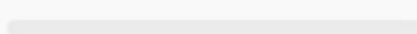
### Photoshop



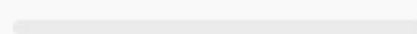
### WordPress



### Data collection



### PHP



## Personal Info

**Full Name** : ZeFang Ding  
**Date of Birth** : 03/11/1991  
**Birth Place** : China  
**Nationality** : China  
**Sex** : Male  
**Address** : 41, Jalan Medang Serai, Bukit Bandaraya Kuala Lumpur