



Jan. 5. 2018

CV OF MR. LI SHENG



Li Sheng

Website developer, SEO & Digital Marketing Specialist

5550 Clairemont Mesa Blvd. San Diego CA 92117

Phone 858-295 9324

Email: seo.shengli@gmail.com

www.seotalent.tech

Skype SEEKART

Objective

Seeking in a part-time or full-time position as a SEO specialist, WordPress web developer or digital marketing specialist in your web development team to achieve the success of digital marketing and long-term growth of overall business.

Lover of all things social media, with a track record of creating and implementing successful social media programs. Keep up-to-date with constantly evolving technologies in online social networking, the blogosphere, and search tools. Work closely with clients to create innovative, effective campaigns.

Summary of Qualifications

- Motivated Digital Marketing specialist up to 10 years successful professional experiment
- Good communication, creative bilingual Chinese and English in Search Engine Optimization

- Advanced user of WordPress to develop ecommerce websites , Adobe Acrobat, Photoshop and Illustrator.
- Problem solving skills & client deliverables for carrying out various SEO/SEM campaigns.
- Able to combine web marketing and analyst talents with algorithmic skills focusing ROI
- Mastering all essentials SEO tools: Google Applications (Analytics, AdWords, Sites, WebMaster Toolkit), Xenu, semantical analysis and keywords search
- Passionate and always curious, experimenting with different media & steadily heading for new concepts
- List of technical tools, Blogger, WordPress, Tumblr, Instagram, Pinterest, LinkedIn, Facebook, Twitter, YouTube, Google+, HTML editors, Webmaster Tools, Majestic, Google Analytics, Moz
- Segmentation, targeting, positioning in the SWOT analysis and marketing strategy of Amazon, helping the company to convert visitors into long-term, high-value customers

Technical Education

Teacher's license issued by Shanghai Ocean University in 1997

Search Engine Optimization training in Manila 2017

Word Press Web Development training in Manila 2017

Fundamental Digital Marketing training in Manila 2017

Academic Degree

1994. July to 1997. April

Shanghai Maritime University

Study for Master's Degree

Major: International Business

Main courses: American literature, Business English, International Trade, Corporate Finance, International Transportation, Computer science, Theory and practice of translation.

I long recall having been amazed as to how college education permeates every aspect of my life and career. The study of English literature at undergraduate

level has taken me to the City of HeFei China in 1991, and in 1994 then back to reading again in Shanghai Maritime University and has served to cultivate my interest in marketing and made me yearn to study this fascinating subject at graduate level, and formally qualify as an instructor in the international high schools and marketing manager of the transnational companies located in Shanghai, Hong Kong and Los Angeles.

Career History

Digital Marketing Admission Manager

2016. Sep. to 2017. Nov.

New England College Manila/ Joint International Training Centre

- Act as digital marketing admission manager to recruit international students for New England College and Xia'Men University Malaysia Campus.
- Report/update weekly teaching status and other school activities as assigned, organize weekly meeting and report to the principle.
- Conducted keyword research based highly relevant and trafficked keywords
- Suggested improvements for SEO: internal architecture, identify content gaps and communicate any new content opportunities, significantly raised rankings of the school websites in both Chinese search engine baidu and the Google.
- Write end of month progress reports. Prepare search engine ranking and traffic reports to assess areas of potential improvement. Monitor, track, and report, websites traffic including trend analysis using site analytics solutions. Undertaken market and competitor research and analysis
- SEO and digital marketing training in Manila helps me keeping up to date with current SEO technologies and tools

Digital Marketing Admission Manager

2015. Sep. to 2016. June.

International English Language Training Centre affiliated with Hua Qiao University

- Act as a marketing admission manager and work with the SEO team to brainstorm new ideas, starting from the website creation using WordPress to the updating and maintenance to ensure the web content is SEO friendly;

- Dealing with school managing staff and provide instructions for site optimization through written communication, conference calls and meeting
- Served as a part time ESL teacher to train the students aged from 14 to 19 yrs old for the language courses; Acquainted with the PPT teaching facilities aiming to small classes of about 20 students. I am much familiar to the different levels of language students starting from the beginner, elementary, intermediate to the advanced level.
- Report/update weekly teaching status and other school activities as assigned, organize weekly meeting and report to the headmaster.
- Coordinate between internal on students, parents and teachers and act as interface. Improve the overall A Level courses' score to meet the satisfaction.

www.global-education.us

ESL instructor

2014. Sep. to 2015. July

International Training Centre affiliated to Shanghai International Studies University

- Served as ESL teacher in the international training center to help the small class of 20 students aged from 14 to 19 yrs old to improve their TOEFL scores and other preparing courses for their continued academic study in the American universities.
- Act as interviewer of the oral English exams, responsible for making the exams grading factors, assessment points, scoring criteria.
- Act as school admission counselor, helping nearly 100 graduates choose the top-ranking American universities successfully, assisting the applicators to prepare all the documents, such as, GPA, the personal statements, the teachers' recommendation letters.

Website Developer, Content Writer and SEO Specialist

2009. Sep. to 2014. Mar.

Shanghai Smart Events Co. Ltd.

- I act as the marketing manager of the company, Shanghai Smart Events Co. Ltd, during the time from Jan. to Oct. 2010, being responsible for the promotion of the Chinese government projects, the American show, represented by the New York Rhythm Dancing crew with performance in the American Hall of Shanghai World Expo. There are three separate channels of promotions on streets and subway ads, broadcast and TV, SEO and PPC on internet. Since it is a big promotion

project, there is a team to work together, my position is one of the chief manager of the digital marketing department. We mainly focus on the search engine optimization and pay per click to the promotion of the website in China and global geo. Since the Shanghai World Expo had been finished, the event show (www.bravishow.com) was closed at the same time in 2010.

- Update and maintain site pages and content writing. Coordinate with producers and designers for major site changes, editor and translation between English and Chinese. Maintain internal tools for managing site structure, news data, photos galleries, video edition and other content updating. Provide technical support for usability issues and critical site problems, as needed.

List of commercial shows and events participated in :

- Shanghai World Expo.

American Exhibition and Closing ceremony 2010. Aug.

- HuNan TV Station Day Day Up show with the guest star Rhythm City dancing crew. 2010. July.
- Shanghai Arts Festival in Oct. 2010. and 2011.

Digital Marketing manager /General manager

2000. Feb. to 2009 Aug.

Heyday Enterprise (Hong Kong) Ltd.

- My interest in practicing marketing first became apparent in 2000 when I commenced ten years' work for Heyday Enterprise Hong Kong Ltd. Acting as OEM supplier of the mainland China, and partly involving in OEM design-in projects, my role is to coordinate OEM/supply chain and internal resources to resolve customer complaints and product related issues, such as, exchanging of technical information, seminars, customer calls or problem solving, providing short term or long term forecast inputs for responsible accounts so that OEM demand can be met, improving the overall product mix and profitability, based on current product platforms and coordinate development efforts with local and Global Technical team for customer developments.
- I also attend the exhibitions in Shanghai, Hong Kong, Dubai, Los Angeles and Las Vegas conferences and daily communications to maintain the business relationship, and to establish the customer engagement plan with proven track record of direct sales in a B2B environment.

- With the speedy development of ecommerce since 2004, my role is switched to SEM (search engine marketing), focusing on the setup of marketing strategy, to ensure when audiences search for our promotional products, our website and landing pages should appear within the top results. We chose two B2B platforms, Alibaba.com and Globalsources.com. Most time and effort has been spent on the optimization, such as, updating and maintain site pages, using CSS, HTML, title, Meta, keywords, Google Awards, maintaining internal tools for managing site structure, news data and products photos, working with third-party providers to ingest and integrate external data and generate content feeds for use on partner web sites, providing technical support for usability issues and critical site problems, as needed.

Marketing Manager

2005. Sep. to 2008. Sep. (come and go between China & US)

Seekart Inc. in Los Angeles

- During 2005 to 2008, I come and go between Shanghai China and Los Angeles USA to help our American company Seek-art Inc. to recruit new sales reps. and lead a team to improve the wholesale penetration within the region of the Northern America; and achieve superior performance against appropriate KPIs. Exploring and generating local business opportunities to achieve sales targets and customer satisfaction within planned budget.
 - Leading and motivating the sales team to maximize local business opportunities. Cultivating and leveraging customer relationships with Disney, NASA, General Motor, etc.
 - Managing import and export operation processes effectively, including but not limited to Goals & Objectives set-up, business planning, regular reviews, action plan /feedback, upward and downward communications. Participating the commercial shows in the exhibitions of Las Vegas, Los Angeles, Philadelphia, New York.
-

Spotlights of SEO, Digital Marketing & Website Designing Projects

Let me review three projects as examples to present my professional working experience of SEO, digital marketing, website designing and development.

Project 1. "SEO TALENT" BLOG WEB DEVELOPMENT

Project brief introduction:

I act as the developer and editor of the IT blog website www.seotalent.tech. SEO Talent is owned and run by freelancers as an inspirational blog for web designers

and developers, content writers, SEO specialists and digital marketers. The office is based in the metropolitan city of Shanghai China; the blog is supported by a remote team of writers and editors, it publishes insightful tutorials and tips, time-saving techniques and resources, and shares inspirational UI designs. It covers web and mobile app design, UX design, graphic design, search engine optimization and digital marketing.

SEO Talent is an aspiring community aiming to explore, collect, as well as share useful news, quality tutorials, interesting tips, best resources and tools, on website design, development and trending topics of SEO and digital marketing in order to help our audiences to have it at the tip of your fingers.

The IT blog has been improving and updating, which can reflect my skills and knowledge on WordPress and the content management system.

I can use the content management system (CMS) for creating customizable, easy-to-maintain websites, blogs, and e-commerce sites.

The custom responsive theme is set compatible to all devices no matter the browsers are smart phones or PC.

The SEO plug-in can be built in the intuitive dashboard so that I can edit the web content as the SEO standardized requirement. It functions friendly and easy to use.

There are also blog, users category and widgets and plugins for option, to be installed the google site map, baidu map and google analytics, to allow the user to create a completely customized site.

I upload and publish the site to the server; I am able to maintain, update, and publish new content to the site with multiple admin accounts. I can also install, customize, and maintain the back end of the WordPress site. I help the clients launch sites, author custom plugins, and write innovative WordPress code to scale and maintain the site over time.

You are encouraged to go to my website, www.seotalent.tech, where you will see my creation of the shopping carts and online payment by using the

woocommerce plug-in. You will also see the setting-up of the dynamic community, being structured inside the site and similarly functioned as facebook pages, where the readers may present their products and services, or to create their own private social network on my platform.

Project 2. 2010 Shanghai World Expo American Hall Promotion

Project brief introduction:

I act as the marketing manager of the company, Shanghai Smart Events Co. Ltd, during the time from Jan. to Oct. 2010, being responsible for the promotion of the Chinese government project, the American show, represented by the New York Rhythm Dancing crew with performance in the American Hall of Shanghai World Expo. There are three separate channels of promotions on streets and subway ads, broadcast and TV, SEO and PPC on internet. Since it is a big promotion project, there is a team to work together, my position is one of the chief manager of the digital marketing department. We mainly focus on the search engine optimization and pay per click to the promotion of the website, www.bravishow.com. Since the Shanghai World Expo had been finished, the event show was closed at the same time in 2010.

Let me review the main process how we proceed with the SEO for the event show. The first step we start is the initial site assessment, to draw a clear charts workflow and to focus analysis to the website so that we won't lose track of our goals.

- Initial Site Assessment

Keyword discovery and analysis

Customer and competitor research

Site structure and navigation

Website audit | Check speed | Mobile Optimization

- On-Page optimization

Title tags | Meta description | Keyword density

Header tags | Internal Page Linking with Anchor

Image ALT tags and Filenames

Make content unique and easy to read

- Off-Page optimization

Social Networking Sites Creation | Blogging | Forum Posting

Search engine submission | Social Bookmarking | Link Exchange

Cross-Linking | Photo sharing | Video Promotion | Answers

Business reviews | Local listing & yellow pages| Press release

- Content & Geographical Optimization

Language optimization

Geographical optimization

Google or baidu map

- Tracking and tuning

Set up google webmaster tools & other useful tools

Google baidu analytics | Rank & KPI tracking worksheet

Conversion tracking worksheet | SEO growth worksheet

Content Marketing

We understand the web content that's carefully designed to get a good ranking in search engines like Google and baidu is important for driving traffic to the website. Without good SEO, the site may fail to get the traction it needs. Here is the list to show you what we do :

- Identify our goals and target audience to plan the editorial calendar
- Plan the content creation, including images and/or videos in planning
- Create and curate content, edit and proof read our contents
- Create infographics and illustrations as needed

Social Media Marketing

- Create a posting calendar showing the schedule for each of our social channels
- Identify and source internal content, such as images of our location and team

- Identify and curate external content by monitoring our social channels
- Post both internal and external content, mix it up for greater engagement
- Monitor social interaction and engage with followers and brand advocates
- Run analytics and track performance;

Attention is paid to the Chinese law requirements

Physical Address: A legitimate physical address in China should be included somewhere on the website to establish that the website is China-based.

Domain Types: Baidu prefers websites with the following domain types: .cn, .com and .net. Websites using a .cn domain are generally given preference over all other domain types.

Web Hosting: Aside from preferring Chinese domains, Baidu also prefers websites to be hosted in China. This will also help improve page load speed.

Internet Content Publishing License: a special license is required by the Chinese government to have any chance of achieving high rankings in Baidu. Obtaining an ICP License through the Chinese Ministry of Industry and Information Technology will greatly improve organic search rankings.

Taking Care with Censorship: The Chinese government censors a lot of Internet content from its citizens, including most Google services and major social networks. If a piece of content contains any words blacklisted by the Chinese government, Baidu will de-index the page, or the site as a whole.

The social media in China is quite different from other countries;

The majority of off-line optimization are sent on Baike, Tieba and Zhidao.

Baidu Keyword Research Tool - We have to turn to Baidu's very own keyword research tool which forms part of its PPC platform. The Baidu keyword tool does operate similar functionality to AdWords, however as of yet it doesn't allow you to get search volume or recommendations on a group of keywords at one time.

We use the Chinese social media, the sheer volume of users on each platform – a combined total of 1.4 billion accounts on QZone, WeChat, RenRen and Sina Weibo alone – make for a vast depth of ideas and variety of content and discussion.

Generally speaking, we use SEO tools to know how our audience use our website. By having heatmap recordings, for example, hotjar.com, we can determine which elements of our website are effective in engaging our website visitors and giving us the most success in conversion them into customers.

Project 3. HEYDAY ENTERPRISE HK Ltd.

Project brief introduction:

Heyday Enterprise (Hongkong) Ltd. is an international manufacturing enterprise, established in Jan. 2000 and registered in Hongkong, set up their production lines in Shanghai golden bridge export processing zone. As Disney's licensed manufacturer, their quality products are promotional caps, knitted caps and T shirts and polo shirts, being exported to USA, Australia and Germany at annual sales amount 2000 RMB. The official website is www.heyday-enterprise.com. There are three channels to promote the sales, one is traditional international trade fairs in Dubai, Koln, Hongkong, Los Angeles, Las Vegas, NY, Orlando; another is advertisement on professional magazine – Global sources; and the third is SEM (search engine management) during 2003 to 2008, mainly focused on the B2B platforms of www.alibaba.com | www.globalsources.com. There is also investment of PPC on the search engine google.com.

My position during 2003 to 2008 is the digital marketing manager responsible for the SEM budget and ads investment. Let me review how we proceed with the SEM on www.alibaba.com | www.globalsources.com | www.google.com and email marketing.

Email Marketing

- We select an Email service provider and utilize any marketing automation tools.
- Plan our campaign by setting realistic goals
- Design the layout of our email newsletter, match it to the design of our website and social presence if at all possible
- Write engaging copy that is of interest to our audience
- Create an attention grabbing headline for our newsletter
- Test and tweak your emails to increase opening rates for the campaigns

- Schedule our email messages to use different frequencies for different lists
- Track and analyze performance to optimize results

Search Engine Marketing.

- Define the google AdWords or Pay-per-Click campaign goals and audience
- Define a realistic campaign budget, and stick to it!
- Determine the optimal keywords and key phrases for target audience
- Write engaging ad copy
- Create the actual landing page;
- Get feedback from your team, family, associates, business partners
- Monitor performance, measure results, and refine the strategy as needed

Online PR Marketing

- Conduct a thorough audit of our current media coverage
- Set realistic goals for our online PR campaign
- Determine the online audience we intend or need to reach
- Identify interested and influential reporters to amplify our message
- Define the key aspects of our message
- Develop our pitch based on our brand strategy and voice
- Follow up with our intended targets as appropriate
- Assess the results of our online campaign and set new campaign goals

We store the lead generated by sources, follow up the action plan, inbound marketing traffic and leads calculation, market the generated customers, study the conversion tracking worksheet and finally nurture to a sale.

Generally speaking, SEM strategy help us consider our overall goals, narrow our focus, provide actionable feedback, boost sessions, increase new leads and conversion, and translate to more business.

.The END.
