

— SEO LEAD / MANAGER

Phasakorn Traklang

SEO Lead / Manager

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LINKEDIN

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— PROFILE

Summary · 5+ Years

SEO Lead & Web Developer with 5+ years of experience driving organic growth through technical SEO, content strategy, and data-driven decision making. Experienced in developing SEO roadmaps, client presentations, and performance reporting using Google Analytics, Ahrefs, and real business data along with Local SEO, Structured Data, and AI Search Optimization (AEO/GEO). Skilled at translating insights into actionable priorities that improve search visibility and business performance.

SEO LEAD & WEB DEVELOPER

SEO STRATEGY & PITCHING

DATA ANALYSIS

BUSINESS GROWTH

MEASURABLE ACHIEVEMENT

+3,155% Organic Click Growth YoY

Source: Google Search Console

20+

WEBSITES MANAGED

5+

INDUSTRIES WITH SEO
STRATEGIES DELIVERED

5+

YEARS EXPERIENCE

— CAREER

Experiences

SEO Specialist

OCT 2023–PRESENT

Common Ground

SEO, technical SEO, on-page SEO, off-page SEO, AI workflows

Tools: Google Search Console, Google Analytics, Ahrefs, SE Ranking, Screaming Frog, WordPress

- Led SEO planning, performance review and work ownership across a multi-brand agency environment.
- Built repeatable Python SEO monitoring workflows supporting 15 brand configurations.
- Trained SEO, Marketing and AE teammates on SEO fundamentals, client value and team workflow.

SEO Specialist

MAY 2023–SEP 2023

App-Bit Studio Co., Ltd.

SEO, market research, keyword research

Tools: SEO, Market Research, Keyword Research

SEO Specialist

MAR 2023–APR 2023

Growfox Co., Ltd.

SEO, on-page SEO, off-page SEO, AI workflows

Tools: SEO, AI, Off-Page SEO

SEO Specialist

JAN 2023–MAR 2023

Haewon Clinic

SEO, on-page SEO, off-page SEO, AI workflows

Tools: SEO, AI, Off-Page SEO

Digital Strategic Planner & Video Editor

SEP 2021–JAN 2023

The Real One Co.,Ltd.

Digital strategy, video editing, digital video

Tools: Digital Strategy, Video Editing, Digital Video

CAPABILITIES

Skills

Self-assessed proficiency

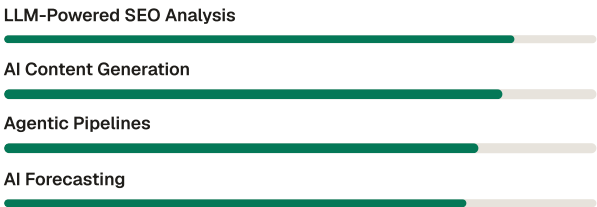
SEO (%)



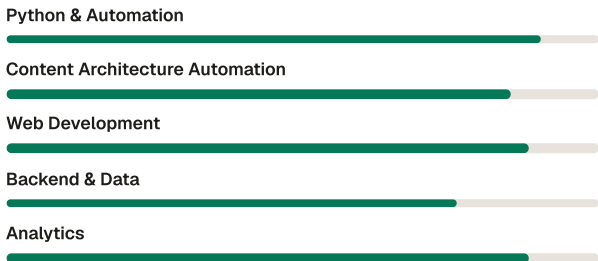
AI SEARCH / AEO / GEO (%)



AI & LLM WORKFLOWS (%)



ENGINEERING (%)



BACKGROUND

Education & certificates

EDUCATION

University of the Thai Chamber of Commerce

Bachelor's degree, Marketing

Aug 2020–Apr 2024

LANGUAGES

Thai (Native), English (Intermediate)

CERTIFICATES

- Illustrator CS6 for Techniques — NetDesign Institute (2015)
- Professional Web Designer — NetDesign Institute (2015)
- PHP & MySQL for Web E-Commerce — NetDesign Institute (2015)