NANA TAN

Content and SEO Growth | US E-commerce | Bilingual Content Strategy

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Portfolio: https://nanatan601-a11y.github.io/nana-seo-portfolio/
Target Role: Growth Marketing Manager | Remote

PROFESSIONAL SUMMARY

Bilingual marketer with three years of cumulative hands-on SEO experience across US e-commerce, North American local services, and international B2B markets. Combines consumer research, English content, brand storytelling, technical SEO, and analytics to turn strategies into measurable growth. Contributed to a Shopify SEO program recording $260K+ in cumulative organic search revenue, with revenue in the latest six-month period up 133.5% versus the preceding comparable period. Built a content, SEO, and SEM acquisition program for a Seattle real estate business that generated 41 qualified leads, including six closed transactions. Experienced in bilingual content production, page A/B testing, freelance writer coordination, and remote work on North American projects.

PROFESSIONAL EXPERIENCE

WJS Home | B2C SEO Strategist

Nov 2025–Aug 2026 | US Furniture E-commerce | Shopify

- **Supported organic revenue growth:** Combined keyword strategy, content updates, and product and collection page optimization in an SEO program recording $260K+ in cumulative organic search revenue, with revenue in the latest six-month period up 133.5% versus the preceding comparable period.
- **Planned content across the customer journey:** Researched consumer needs, product benefits, purchase concerns, and competitor content to develop English articles, buying guides, FAQs, and commercial pages aligned with different search intents. Connected content and products through topic clusters and internal links.
- **Contributed to brand storytelling:** Worked on homepage and About Us copy, translating brand positioning, brand stories, and product value into consumer-facing English content.
- **Recovered declining search visibility:** Used Search Console data to identify overlapping topics and unclear page roles. Consolidated content and added authoritative evidence and original analysis, helping recover daily search clicks from single digits to approximately 100 within three months.
- **Tested collection and product pages:** Conducted exploratory A/B tests on Shopify collection and product pages to evaluate optimization ideas and inform further content and conversion improvements.
- **Coordinated content and technical delivery:** Issued briefs to freelance writers and managed follow-up communication and delivery coordination. Worked with developers on crawling, indexation, canonicalization, redirects, duplicate content, and structured data, including implementation QA. The program recorded 16.7K search clicks and 1.16M impressions.

Maggie Real Estate Group | Local SEO and SEM Strategist

Jan 2026–Jul 2026 | Seattle Real Estate | Remote Project

- **Built a local acquisition program:** Combined website content, Google Business Profile, bilingual SEO, and Google Ads to generate 41 qualified leads overall, including six closed transactions.
- **Developed content for North American audiences:** Researched Seattle neighborhoods, housing costs, market trends, buyer concerns, keywords, and official sources to produce English articles, community guides, and bilingual pages.
- **Improved organic search visibility:** After establishing Search Console tracking, recorded 2.14K clicks and 243K impressions from May through July, using query and page data to guide content improvements.
- **Launched Google Search campaigns:** Built campaigns around high-intent keywords and refined targeting, search terms, and negative keywords, generating seven qualified leads at approximately 10% CTR.
- **Connected community insights with remote execution:** Developed a Seattle housing discussion receiving 365 comments and 160 upvotes, using buyer concerns to inform subsequent topics. Supported migration QA, content publishing, and page fixes.

Moka SFX | SEO Specialist

May 2025–Oct 2025 | International B2B Stage Equipment | WordPress

- **Increased organic traffic and inquiries:** Used GSC and GA4 to identify high-potential commercial pages and improve English content, metadata, URLs, page structure, and internal links, increasing organic traffic by 75% and organic inquiries by 100%.
- **Improved SEM efficiency:** Connected inquiry feedback with search terms, audiences, and placement data to identify low-quality traffic. Refined negative keywords, placement exclusions, and campaign settings, reducing monthly ad spend by approximately 33%.
- **Established a lead quality feedback process:** Analyzed irrelevant requests and invalid inquiry patterns, applying findings to campaign targeting, exclusion rules, and page content while maintaining qualified lead volume and quality.
- **Built recurring performance reviews:** Improved core page indexation to 100% through technical SEO audits. Monitored traffic, keywords, content, and conversion issues weekly, using Google Sheets and Looker Studio to prioritize improvements.

INTERNSHIPS AND EARLIER EXPERIENCE

Wuhan Fanke Culture Media Co., Ltd. | TikTok English Live Streamer Intern

Nov 2022–Aug 2023 | Cross-border E-commerce

- Hosted English-language livestreams for overseas consumers, presented product benefits, answered purchase questions, and directed viewers to the brand website, generating approximately $700 in GMV per four-hour session.

Shenzhen 7 Colors Culture Communication Co., Ltd. | TikTok English Streaming Assistant Intern

Jul 2022–Aug 2022 | Cross-border E-commerce

- Supported six TikTok account launches through English scripts and product messaging, contributing to a single-session GMV record of $2,000.
- Handled 30+ after-sales cases and translated recurring questions into FAQ improvements, helping reduce customer service workload by 15%.

Sunsara Beauty | SEO Intern and Part-time SEO

Jul 2020–Mar 2021 | International B2B Hair Care

- Supported two overseas websites through keyword research, English product copy, blog writing, and publishing; built a database of 200+ industry keywords.
- Created English content around customer concerns, including Curly Hair Struggles, which received 433 comments.
- Established a content publishing SOP and used analytics to refine topics, increasing average time on priority pages from one minute to two minutes.

CORE SKILLS

Content and Brand: English writing and editing, topic planning, homepage and About Us copy, product education, buying guides, FAQs, and bilingual content production.

Organic Growth: Keyword strategy, customer journey content, topic clusters, product and collection page optimization, internal linking, backlink strategy, technical SEO, and migration QA.

Testing and Analysis: E-commerce page A/B testing, advertising A/B testing, organic revenue tracking, search performance analysis, lead quality analysis, and Google Ads optimization.

Collaboration: Freelance writer briefs and delivery coordination, developer requirements, release QA, and remote project execution.

Tools: GA4, Google Search Console, Semrush, Ahrefs, Google Ads, Shopify, WordPress, Looker Studio, Google Sheets, and Excel.

EDUCATION

Hubei University of Economics | Bachelor’s Degree in English | 2023–2025

Wuhan University of Bioengineering | Associate Degree in Business English | 2020–2023

LANGUAGES AND CERTIFICATIONS

Mandarin: Native | English: Professional working proficiency, including writing, editing, and cross-functional communication

Japanese: Basic reading and communication skills

TEM-8 | TEM-4 | CET-6 | CET-4