



BANPLI KHONGSTIA

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Skills & Proficiency

Search Engine Optimization

- Keyword Research
- On Page SEO
- Off Page SEO
- Technical SEO (A little Bit)
- Local SEO
- Content Strategy
- SEO Tools: GA, GSC, Ahrefs, SEMrush etc

YouTube SEO

- Keyword Research
- Title Optimization
- Description Optimization
- Tag Research
- Video & Channel Optimization
- Thumbnail Optimization
- Tools: Tube Buddy, VidIQ

Social Media & Content Marketing

- Account Creation
- Profile Optimization
- Influencer Outreach
- Platform: Facebook, Instagram, YouTube, Tumblr, Pinterest, ETC.

Professional Summary

Junior SEO Specialist with practical experience in keyword research, content optimization, and improving Google search engine rankings.

Skilled in handling patient communication from Previous **Call Centre**, with a strong ability to understand user intent and deliver effective solutions. Passionate about growing in digital marketing and SEO.

Job Experiences

SUO XI GROUP (Duration: 2025 to Present)

SUO XI Hospital (Acupuncture) – SEO Specialist

- Keyword research, competitor analysis, and content optimization.
- On-page SEO, Off Page SEO, Technical SEO, internal linking, metadata, and content structure.
- Focused on improving organic search visibility, **AEO**, **AIO**, **GEO**, and relevant website traffic.

SUO XI Hospital (Skin Care) – SEO Specialist

- Managed SEO activities for skincare and aesthetic healthcare services.
- Keyword research and optimized service pages for relevant search queries.
- Worked on on-page SEO, Off Page SEO, internal linking, metadata, and content structure.
- Monitored search performance and implemented strategies for improving rankings and organic traffic.

Note: Also Works for SUO XI Organic Food Ltd, Shoshi Foundation as Content Writer.

Call Centre Executive - SUO XI Group

Duration: 2024 – 2025

- Handled incoming and outgoing customer/patient calls.
- Provided information regarding hospital services, appointments, and treatment-related queries.
- Assisted patients and customers with appointment scheduling and follow-ups.
- Maintained effective communication and ensured a positive customer experience.

SYNERGY BUSINESS SOLUTION LTD

Duration: 2023- October to December

- Handled outbound calls, customer inquiries & follow-ups.
- Promoted services/products and generated potential leads.