

KJC Kevin Jonas Chong

CONTACT

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STRENGTHS

SEO Strategy (White Hat)

Market Analysis & Research

On-Page Optimization

Content Strategy

CRO

Finance Planning & Budgeting

SEO Forecasting & Reporting

Leadership & Mentoring

Stakeholder Management

AI Prompting

Analytics & Data Interpretation

EDUCATION

MASTER'S DEGREE
Economics, Accounting &
Finance
University of Bristol
Merit
2012 – 2013

BACHELOR OF SCIENCE
Economics
Cardiff University
1st Class Hons
2009 – 2012

EXPERIENCE

SEO LEAD STRATEGIST (iGAMING)
ARENAPLUS (DIGIPLUS) | OCT 2025 – PRESENT

- Built and scaled ArenaPlus's SEO function from the ground up, establishing strategy, team structure, tools, and reporting frameworks across Google Search, App Store, Reddit & AI platforms
- Influenced new website architecture, content structure, and UX decisions to prevent recurring SEO mistakes and support long-term rankings
- Consult on technical web architecture, ensuring a custom CMS build for SEO requirements.
- Lead brand protection and defensive SEO strategies to safeguard branded search results against negative SEO campaigns.
- Retrained and coached two junior SEO specialists; grew team headcount and maintained 100% retention rate

HEAD OF DIGITAL (SEO Manager)
RA MARKETING | JUNE 2022 – OCT 2025

- Drove +90% organic growth rate across 10+ projects by developing and executing white-hat on-page & off-page SEO strategies, consistently exceeding KPI targets.
- Secured Google Premier Partner status for the agency, boosting the brand reputation & positioning it as a top 16 agency in Malaysia
- Built & scaled the digital team from 0 to 8 specialists in a single year, establishing a collaborative, high-performance culture that delivered significant business growth.
- Increased department revenue by +150% YoY, surpassing six figures by launching innovative new service offerings.
- Tripled the client base & project scope while maintaining a 75% client retention rate by delivering results & strengthening client relationships.
- Developed SEO frameworks, including SWOT, competitor analysis, automated reporting and integrating AI platforms (Claude, ChatGPT) to the processes to boost efficiency.
- Led customised HRDF SEO training sessions for clients, establishing the agency as a trusted industry expert & strengthening client partnerships.

SEO COUNTRY LEAD (MY)
PROPERTYGURU | MAY 2021 – MAY 2022

- Propelled yearly SEO growth by increasing Share of Voice (SOV) from 48% to 56%, generating 10.7M additional organic sessions & exceeding organic traffic targets by 22% (+55% YoY).
- Optimized & managed over 18,000 high-intent keywords, securing top-2 ranking for 75% of them to drive high-quality organic traffic.
- Led the calculator home loan tool revamp, increasing monthly sessions to 120,000 (from 30,000) & delivered a more engaged user experience.
- Oversaw all aspects of SEO strategy across 4 markets, including vendor management, budget allocation, and KPI definition, to ensure alignment with business objectives.
- Led SEO brand positioning efforts during IPP acquisition, providing critical insights, enabling stakeholders to make key decisions.

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SEO TOOLS

KNOWLEDGE

Google Search Console

Google Analytics 4

Wordpress

Rankranger

Screaming Frog

Ahrefs

Advanced Web Ranking

SimilarWeb

SEMRush

DragonMetrics

Dataslayer

VOLUNTEERING

EDUCATION

Math's Teacher
Lighthouse

ANIMALS

Cleaner & Walker
4Paws

INTERESTS

Gym, Padel & Boxing

Breakdancing

West Ham United

League of Legends

Drums & Guitar

Travelling

EXPERIENCE (CONTINUED)

ASSISTANT SEO MANAGER, PERFORMANCE MARKETING & CRO

SEARCHGURU | APRIL 2018 – APRIL 2021

- Spearheaded SEO strategy & execution for over 30 multinational websites across Asia, achieving regional business objectives.
- Drove a 1,500% ROI by overseeing paid media campaigns on Meta & Google Ads, generating over 5,000 leads & directly contributing to RM4 million in sales.
- Managed the department's internship program, from hiring to team allocation & supervision.

DIGITAL MARKETING LEAD

WEBLITE | NOV 2017 – JAN 2018

- Redesign and coordinated the website's revamp project.
- Initiated and maintained all marketing endeavors for the company, ranging from email marketing to SEO.
- Created highly targeted and on-demand content for online distribution & lead generation.

DIGITAL MARKETING LEAD

SELFDRVN ENTERPRISE | JUL 2017 – OCT 2017

- Managed social media channels (Facebook, LinkedIn & Twitter) & enhanced online activities to re-engage and maintain an active presence
- Strategized B2B content creation and distribution with partners such as Leaderonomics, Insight Success & People Matters Magazine.
- Restructured & organized the team's resource capacity.
- Spearheaded the website & collateral revamp project.

FINANCE PLANNING ANALYST (FPNA) - TEAM LEAD

INTEL CORPORATION | NOV 2014 – JUL 2017

- Led a team of 3 analysts managing 52 financial processes across 12 units, growing Malaysia's Shared Service Centre ownership by 250%.
- Spearheaded a cost-reduction initiative in Asia, identifying \$2M in projected savings.
- Earned a Department Award for streamlining AP rebate processes, resulting in 400+ hours of labor savings.
- Directed end-to-end budgeting for the 1,000-employee Penang factory.
- Managed Hong Kong statutory filings, audits, and complex account reconciliations.
- Implemented cross-unit efficiency solutions, saving an additional 40+ labor hours.