



# PAUL F. BLAKE - Security Analyst

Results-driven Security Analyst with extensive experience in web development, website security, and content management. Proven track record in managing sensitive information, implementing security protocols, and optimizing web infrastructure. Combining technical proficiency with strong communication skills developed through journalism and education backgrounds. Recently completed Google Cybersecurity Specialization with expertise in Python automation, Linux, SQL, and network security.

## Professional Experience

### Digital Marketing Manager, 2021 - 2025

[dalatnaturals.com](http://dalatnaturals.com), [langbianghomestay.com](http://langbianghomestay.com), [langbiangartstation.com](http://langbiangartstation.com)

- Managed Google AdWords and Facebook advertising campaigns to drive traffic and conversions for ecommerce and hospitality websites.
- Implemented API integrations to list properties on booking sites like Hotels.com, Expedia.com, Agoda.com, and Airbnb.com, resulting in top 5 search engine rankings.
- Developed and executed SEO strategies to improve organic visibility and search engine rankings for all three websites.

### National Support Center, Columbia SC

Technical Support Representative, 1997 - 1999




- Provided first-level technical support to customers experiencing internet connectivity issues across multiple ISPs.
- Diagnosed and resolved issues related to TCP/IP, DHCP, and DNS settings on various operating systems, including Windows, macOS, and Linux.
- Guided customers through the process of adjusting DNS settings, including configuring static and dynamic DNS, to optimize their internet connection.
- Assisted customers in troubleshooting network configurations, including router settings, firewall configurations, and VPN connections.
- Utilized industry-standard diagnostic tools and commands (e.g., ping, tracert, nslookup) to identify and resolve connectivity problems.
- Educated customers on best practices for maintaining a stable internet connection, including the importance of firmware updates and network security protocols.
- Documented all customer interactions and technical resolutions in the support ticketing system to ensure accurate tracking and reporting.
- Collaborated with cross-functional teams to escalate complex issues and contributed to the development of knowledge base articles for common troubleshooting scenarios.
- Stayed current with emerging technologies and industry trends to provide informed support and recommendations to customers.



# Professional Experience

## Website Development & Management Specialist (2010-Present)

Led comprehensive website development and security implementation for multiple professional websites, ensuring optimal performance, security compliance, and content integrity.

 <h3>Website Portfolio Development</h3> <p>Successfully designed, developed, and maintained multiple professional websites including <a href="#">dalatnaturals.com</a>, <a href="#">vietnambeat.com</a>, and <a href="#">baenglish.com</a>, implementing responsive design principles and SEO optimization techniques. Integrated secure payment gateways and user authentication systems while ensuring GDPR compliance and data protection standards.</p>	 <h3>Technical Infrastructure Management</h3> <p>Configured and managed Apache and Nginx web servers, implemented SSL certificates for secure connections, and established automatic backup systems. Utilized CDN deployment for improved performance and DDoS protection. Performed regular security audits, vulnerability assessments, and penetration testing to identify and mitigate potential security threats.</p>	 <h3>WordPress Implementation &amp; Security</h3> <p>Implemented custom WordPress themes and plugins while maintaining rigorous security protocols including firewall configuration, malware scanning, and brute force protection. Optimized database performance, implemented caching solutions, and ensured regular security patches and updates were applied promptly.</p>
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## Technology Acquisition Success: PostLocal.com (2012-2013)

Successfully developed, scaled, and sold PostLocal.com to The Washington Post, demonstrating exceptional value creation and technical implementation. Managed the entire acquisition process including technical documentation, intellectual property transfer, and system integration planning. Implemented secure data migration protocols and provided transitional technical support to ensure seamless handover.

## American Chiropractic Contract (2018-2020)

Served as technical security consultant for the CEO of American Chiropractic in Ho Chi Minh City, handling sensitive patient information and business data with strict confidentiality protocols.

- Executed complete server migration with zero downtime, implementing secure data transfer protocols and comprehensive backup strategies
- Configured proper 301 redirects to maintain SEO value while ensuring all traffic was properly encrypted
- Implemented multi-factor authentication systems for staff accessing sensitive information
- Created detailed security documentation and conducted staff training on information security best practices
- Established HIPAA-compliant data handling procedures for patient information

# Education & Certifications

## Academic Education

Bachelor of Arts in Journalism and Mass Communications  
University of South Carolina  
Columbia, South Carolina (1997-2000)

Specialized coursework in media ethics, investigative reporting, and digital communications providing a foundation for understanding information integrity and communication security principles essential for cybersecurity roles.

## Technical Certifications

**Google Cybersecurity Specialization**  
Issued April 2025  
Credential ID: OGZZ2H58T41D

**Automate Cybersecurity Tasks with Python**  
Issued April 2025  
Credential ID: S6ACOC4MBN83

## Google Cybersecurity Course Completions

			
Foundations of Cybersecurity	Assets, Threats, and Vulnerabilities	Networks and Network Security	Linux and SQL
Core security concepts and principles	Identifying and analyzing security risks	Protection strategies for network infrastructure	System and database security tools

## Additional Technical Training

- Sound the Alarm: Detection and Response (Google)
- Play It Safe: Manage Security Risks (Google)
- Technical Support Fundamentals (Google)
- WordPress Security Best Practices (WordPress Foundation)
- OWASP Web Application Security (Self-paced)

## Professional Experience in Education

**University of Social Sciences and Humanities** (9/2015-10/2022)  
News Reporting and Writing Lecturer in Ho Chi Minh City, Vietnam

- Developed and delivered curriculum focused on information accuracy, verification, and ethical handling of sensitive data
- Integrated digital security concepts into journalism coursework, emphasizing source protection and digital privacy
- Mentored students on identifying disinformation and implementing fact-checking protocols

# Technical Skills & Professional References

## Technical Expertise

### Security Implementation

- Vulnerability assessment and penetration testing
- Security audit implementation
- SSL certificate management
- Firewall configuration and management
- Multi-factor authentication setup

### Web Development

- HTML5, CSS3, JavaScript
- WordPress theme and plugin customization
- API integration and management
- Front-end performance optimization
- Responsive design implementation

### System Administration

- Linux server administration
- Apache/Nginx configuration
- Database optimization and security
- Server migration and data transfer
- Backup and recovery systems

## Additional Professional Experience

**Thanh Nien Newspaper-Vietweek** (9/2011-12/2014)  
Marketing Director, Account Executive, Proofreader in HCMC

- Managed digital marketing campaigns while ensuring compliance with privacy regulations
- Protected sensitive client information through secure data handling processes
- Implemented editorial quality control processes to verify information accuracy

**Columbia City Paper** (8/2005-9/2011)  
Founder and Publisher in South Carolina

- Established digital security protocols for protecting confidential sources
- Managed secure infrastructure for subscriber data and financial information
- Implemented ethical frameworks for handling sensitive information

## Professional References

"Paul is a consummate professional with a range of experience, including publishing a newspaper, managing an advertising sales staff, and editing stories. Paul is a creative thinker with a knack for solving complicated business problems." - Trevor Aaronson

"I am thoroughly impressed by Mr. Blake's dedication and enthusiasm to the subject, as well as his commitment to the students and the mission of our institution. Of Mr. Blake's many qualities and unique skill set, I believe you will find him above all an individual of great integrity." - Trißu Thanh Lê, Dean, Faculty of Journalism and Communication

"I categorically recommend Paul for any job he seeks." - Herman Guetersloh