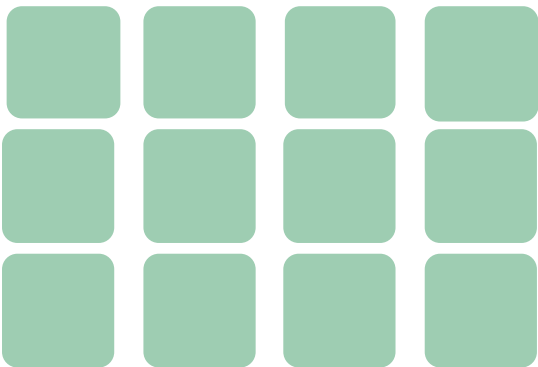


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Hi, I'm Hang Nguyen, also known as Hailey. I graduated from the University of Transport and Communications with a major in maritime economics. However, since my second year of university, I discovered that I didn't enjoy logistics. I shifted my focus to marketing and started working in content creation roles. I've written content for SME brands, managed fan page channels, and worked as a contributor and editor at entertainment companies like Yan and Dien Quan.

I'm a passionate individual and creative thinker who is eager to learn new things and thrive in challenging environments. My expertise lies in strategic planning and branding. I'm excited to bring my marketing skills to a dynamic organization.

Motivated and results-driven Marketer seeking a challenging position within a large organisation as a Senior Marketing Executive & Project Management. Offering a strong foundation in planning; branding and management, with a proven ability to drive efficiency, deliver successful outcomes and collaborate within cross-functional teams.



My Résumé/CV



RÉSUMÉ	Home	About	Work
EXPERIENCE	2018 - 2019	Content Editor Dien Quan Entertainment	
	Jan 2020 - Jun 2020	Marketing Intern Woay Gamification Marketing SAAS Platform	
	2018 - 2022		

	FREELANCER SOCIAL MEDIA SPECIALIST Food & Beverage; Beauty; Spa, Tourism...
	SEO & BLOG WRITER Food & Beverage; Beauty; Spa, Tourism...
Jul 2020 - Jan 2023	SENIOR MARKETING EXECUTIVE Stradex Việt Nam
Mar 2023 - Nov 2023	MARKETING LEADER Golden Owl IT Consultant
Dec 2023 - Mar 2024	FREELANCE MARKETING EXECUTIVE FREELANCE TOUR GUIDE

My portfolio

- Website and Landing page

Social Media Marketing

Search Engine Optimize

Content Creator

Product Marketing

Community builder

Advertisement

Others

Website and Landing page



Finance Forum



05/2021 - 03/2022

Experience

- Develop the idea and the entire plan to build a financial forum.
- Work with the IT team (outsourced) to build the platform as well as working with the internal team to attract users to participate in the forum.
- Organize two financial writing competitions to attract more users to participate.
- Manage the communication, marketing, operation, and advertising activities of the website.
- Sell advertising slots for articles, banner placements, and book advertising on the forum website.

Achievement

Page view: 45 348

Entrances: 23,115

New users: 12,647

Users: 15,064



IT Outsourcing



05/2021 - 03/2022

Experience

Take responsibility for content moderation on the landing page. Manage the content and design team on the landing page until completion. Check the registration flow and information left on the landing page.





Company website



02/2023 - 11/2023

Experience

- Optimize technical SEO errors for the website.
- Work with freelance content creators and the team to develop traffic (organic + ads) to gain more visibility.
- Collaborate with designers and the technical team to adjust content and enhance the customer experience on the website.

Achivement

- Help improve website indexing, increase SEM keyword rankings.
- Consistently increase traffic over 6 months.
- Generate new leads (B2B)

Page view: 15,355

Impression: 6,452



Fintech



02/2023 - 11/2023

Experience

Design and build all the landing pages following the company specification.

Manage the content and design team on the landing page until completion.



Company website



02/2023 - 11/2023

Experience

Review content and design in advance for the development team to build the website.

Develop a plan for communication and marketing activities to attract user participation.

Manage communication activities, collaborate with businesses with needs.

Achivement

Attract users to visit the website.

Increase over 1500 email sign-ups through communication and advertising.

Gain 2 B2B leads

Reach: 32,555

Organic Engagement: 3,470

Email register: 1500

Social Media Marketing

Ba Con Sói Page



Trading



02/2023 - 11/2023

Experience

Brainstorm and develop Facebook page; Research markets and competitors.

Develop and execute social media strategies aligned with the goals.

Create & brief for designers and artists to draw engaging content tailored to each platform's audience.

Create and manage paid advertising campaigns on Facebook.

Set budgets, target audiences and monitor campaign performance to maximize ROI.

Identify and pursue new business opportunities with prospective clients. Tailored proposals and pitch presentations to showcase the organization's products or services and convince potential clients to book advertising posts.


Page like: 110.000


Page follow: 109.000

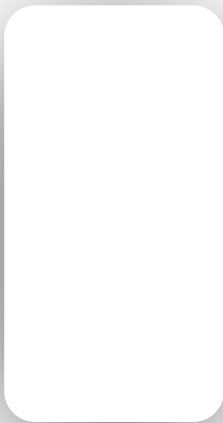
Booking for advertisement: 12.000.000vnd



Tập đoàn gong lo Page







Product Marketing



Morrning bird

Experience

- Conduct market research to understand customer needs, preferences, and pain points.
- Plan and execute marketing campaigns across various channels including digital, social media,
- Manage the content and design team on the landing page until completion.
- Set up ads for app on CH Play Store; Facebook and Google

Clinger

Experience

- Research and Analyze market trends, competitor offerings, and industry developments to identify opportunities and challenges.
- Collaborate with cross-functional teams to ensure alignment and coordination across departments.
- Develop and execute go-to-market strategies for new product launches and feature releases.

Community builder

Search Engine Optimize

Local SEO (google.com.vn - Vietnamese keywords)

Search Engine Optimize

Global SEO (google.com - English keywords)

Advertisement

Others

