

LE LONG

Digital Marketing Specialist

PROFESSIONAL SUMMARY

Strategic digital marketer and founder with 5+ years driving full-funnel growth through paid media, influencer marketing, SEO, and content. Proven in scaling traffic, boosting ROI, ROAS, and turning ideas into market-ready products. Looking to join a fast-growing startup or global company to contribute, learn, and grow.

WORK HISTORY

Brand Manager, 02/2024 to current **Hule Media - London, United Kingdom**

- Developed and executed brand strategies across UK, and US markets.
- Created and managed brand guidelines to ensure consistency in visual identity and messaging across all channels.
- Led PR, event, and influencer marketing campaigns, boosting brand awareness online and offline
- Supported brand strategy for key client accounts, contributing to higher pitching success rates.

Sale & Marketing Executive, 05/2024 to 03/2025 **Amex GBT - London, United Kingdom**

- Increased LinkedIn and Meta engagement from 2.1% to 4.6% through consistent content & A/B testing.
- Wrote 3–4 SEO blogs/week, boosting organic traffic 2.5x and cutting bounce rate from 21% to 6%.
- Created 25+ monthly content assets, contributing to an 18% rise in lead form submissions.
- Ran paid ads, min £450/day on Meta, Google & LinkedIn, achieving 3.8x ROAS and 4.1% CTR.
- Improved email open rate to 32% and grew webinar sign-ups via CRM flows.

Digital Marketing Specialist, 06/2023 to 02/2024 **Flying Tiger - London, United Kingdom**

- Doubled organic traffic in 6 months with competitor-driven content.
- Maintained IG/TikTok/FB posting, 2/day schedule, avg. 4–5% engagement rate.
- Wrote SEO blogs, newsletters, optimised Shopify, boosted site conversion by 20%.
- Ran Meta & Google ads, budget min £450/day, with ~4 ROAS, handled creative A/B testing.
- Secured 50+ PR backlinks/month, improving search rank and referral traffic.

CONTACT

Address

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AWARDS

Top 3 Projects in IU Flagship Start-up Club
Top 7 Projects of Ra Khoi Van Lang
Top 15 Projects of IU Start-up Demo
Top 20 Candidates, Taste of Future, Mondelez Business Challenge
Top 20 Coca-Cola Disrupt
Top potential projects of UII Incubation Program

EDUCATION

Master of Science, Digital Marketing - Merit, 08/2023 to 10/2024
University of the West of England - Bristol
International Chancellor's Scholarship
International Student Ambassador

Bachelor of Business Administration, Business and Management - Upper Second Class, 08/2021 to 08/2023
University of the West of England - Bristol
30% Scholarship from IU VNU
Bachelor of Business

Business Administration, Human Resources, 08/2018 to 08/2020
International University of HCM National University - Vietnam

PROJECTS

Co-founder of The Art Kids (theartkids.co.uk)
Co-founder of Leoaura (leoaura.co.uk)

Digital Marketing Executive, 06/2022 to 05/2023
The Entertainer - Buckinghamshire, United Kingdom

- Grew e-commerce traffic through SEO content, outreach, and daily social content (1/day).
- Wrote 2 blogs/day, weekly Mailchimp emails to 1.5× sales lift in 3 weeks.
- Created marketing visuals for Amazon, Etsy, eBay, Shopify; ran min £450+/channel/week ad campaigns, CTR 2.2+, ROAS 3
- Managed multi-channel support and cross-platform content (Meta, TikTok, X, Snap)

Content Mkt Assistant (Intern), 02/2022 to 04/2022
Lloyds Banking Group – Bristol, United Kingdom

- Researched customer data to support segmentation and brand strategy.
- Drafted campaign briefs, joined IMC planning, and reviewed agency proposals.
- Gained hands-on CRM experience and applied global service standards.

Influencers Mkt Assistant (intern), 10/2021 to 12/2021
Foreo – Bristol, United Kingdom

- Onboarded 30+ micro-influencers/day for TikTok & IG PR/affiliate campaigns.
- Increased CTR by 28% and tripled product trial orders through UGC tracking.
- Created influencer briefs aligned with brand tone and visual standards.

Digital Marketing Manager, 04/2020 to 06/2021
Luminasc - Remote, United States

- Recruited, trained, and led 8-person team.
- Managed campaigns across SEO, content, design, and ads for clients and brand.
- Built SOPs and full-funnel strategy, increasing qualified leads 2.3x.
- Supported upselling and client success, growing revenue by 11.5%.

COMMUNITY

- Worked on smart cart project for **Asda** with agency
- Hosted indie music event “**Cosmic**” in Bristol.
- Volunteered at **London Anime Con**
- Joined **Olio’s** winter donation drive
- Assisted **Mintel’s** art toy market research.

Co-founder of T'min 2hand,
Yeah Boiz, Bearbar.co

SKILLS

Strategic Planning & Execution
Paid Media Advertising
(Google, Meta, X, Snap Chat, TikTok, LinkedIn)
Public Relations & Influencer Marketing
Content Strategy & Creation
E-commerce Management
(Amazon, Ebay, Esty, Vinted, Shopify)
UI/UX Design & Website Development (Shopify, Wordpress, Wix, Frigma)
SEO & Web Analytics (SEMrush, SEOptimer, Ahrefs)
Team Leadership & Mentorship
Partnership Development
CRM Automation (HubSpot, Mailchimp)
Data Analytics (Excel, Tableau, Google Analytics)

CERTIFICATIONS

Google Ads Creative Certification (Google)
Google Ads Video Certification (Google)
Google Analytics Certification (Google)
Google Ads Search Certification (Google)
Design Fundamentals Certification (Adobe)
Advertising with Meta Certification (Coursera)
Microsoft Office Specialist Certification (Microsoft)

LANGUAGES

English

Advanced (C1)

Vietnamese

Proficient (C2)