



Trần Hữu Hoàng Tùng

I'm a proactive, detail-oriented person with a collaborative spirit and a growth mindset. I'm also passionate about marketing in the tech industry & deriving actionable insights from data. I'm confident that my hands-on work experience, combined with my dedication to continuous learning and relevant certifications, make me a strong candidate for this role.



[linkedin.com/in/tungtran2297](https://www.linkedin.com/in/tungtran2297)



0935729666



Thtung212@gmail.com



My portfolio & data analysis projects --> <https://livingcare.vn/tungtran-portfolio>



Meta Marketing Analytics Professional Certificate

Certificate program: <https://www.facebook.com/business/learn/marketing-analytics-certificate-coursera>

My certificate: <https://coursera.org/verify/professional-cert/HSSA6VHHGQP7> - Gained: SQL, Python, Tableau...



Google Digital Marketing & E-commerce Professional Certificate

Certificate program: <https://grow.google/certificates/digital-marketing-ecommerce/>

My certificate: <https://coursera.org/verify/professional-cert/Y72R882SU39X> - Gained: SEO & SEM, GA4, GTM...

Skills

- Advanced Excel, SQL (Intermediate - data retrieval & analysis), Tableau & Power BI (Intermediate), Python, HTML
- Good at Paid ads, SEO & SEM, A/B testing, Tag management (GA4 & FB), Web development, Targeting & positioning
- Skilled in Video editing & Motion graphics with proficiency in Illustrator, After Effects, Photoshop, Canva, Capcut...
- Strong in Communication, Collaboration, Teamwork, Problem solving, Time & Project management (Trello & Jira)...

Experience



Digital Marketing Executive | Feb, 2024 - Jan, 2025 | Livingcare Ltd - <https://livingcare.vn>

- Planned, executed and optimized all paid ad campaigns from FB & Insta, GG & Youtube to Tiktok & Shopee channels. In charged of managing & optimizing SEO & content for Shopee, TikTok Shop, company Website.
- Single-handedly developed the entire livingcare.vn from theme selection to setting up home/product pages structure, SEO, metafields, apps - including coding customized sections (with ChatGPT assistance).
- Added GG Tag Manager & set up tags for GA 4, FB Pixel & CAPI. Implemented Search Console & FB Chatbot.
- Collaborated with content marketers to plan & execute Influencer marketing & Brand marketing campaigns.
- Assisted in creating sales materials, social media posts and editing videos including adding motion graphics.
- * Significantly contributed to driving a 40% sales increase in Q3 and 70% in Q4.



Performance Marketing Executive | Sep, 2023 - Nov, 2023 | Husble Ltd - <https://pawsionate.com>

- Created ad creatives, executed & optimized over 290 Facebook, Instagram & Tiktok ad campaigns to test new product designs, generating 25k+ US\$ revenue (<https://imgur.com/a/cPzyBne>).
- Analyzed key metrics from analytic platforms to evaluate ad performance and optimize product's web page & product's option set to improve user experience and conversion rate.
- Presented key insights & recommendations to Product Designers for improving product's design & ideas.



Junior Product Marketing (SaaS) | Nov, 2022 - Aug, 2023 | Blue Jay POS - <https://bluejaypos.vn>

- Conducted survey, user testing and interviewed customers to understand user behavior and identify their needs, then reported the results and recommendations to the Tech team.
- Implemented Go-To-Market strategies to launch 2 new products, including competitor analysis, positioning & messaging, writing product guides... In charged of Email Marketing campaigns & writing SEO blog posts.
- Worked closely with Business Team and Tech Team to plan new ideas and enhancements for the product, contributing to the development of 2 new features.



Business Development Executive (Oil & Gas) | Apr, 2021 - Aug, 2022 | PV PIPE - <https://pvpipe.vn>

- Handled business inquiries, presented and consulted clients about company's services.
- Developed business contracts and bidding proposals. Participated in monitoring project progress with international clients from Malaysia, Italia & Qatar... in 6 projects.

Education & Language proficiency



Bachelor's Degree in **Business Management with Marketing** (Graduated in 2020)

From **University of The West Of England, UK** at **HCMIU - VNU, Viet Nam**.

English (Professional working proficiency)

UWE English Test 6.0 (IELTS test format)

Vietnamese

Native proficiency

Mandarin Chinese (普通话)

Elementary level proficiency - HSK 2

Letter of Recommendation

FREDERICK NG JUN MING | Phone/WhatsApp: +65-936-68262 | Email: Sales@platinummotoring.com.sg

December 15, 2024

Dear Hiring Team,

I am delighted to recommend Alex (Tung Tran) for any professional opportunity. As the General Director at Livingcare Vietnam, I have had the privilege of working closely with Alex for 11 months. During this time, he has consistently demonstrated exceptional creativity, strategic thinking, and a data-driven approach in his digital marketing efforts. His contributions have had a significant impact on our company, and I am confident he will bring the same level of commitment and innovation to any professional endeavor.

Alex has consistently showcased a remarkable aptitude for digital strategy, content creation, and campaign management, contributing significantly to our business success. His data-driven approach was pivotal in achieving key milestones, including a 40% sales increase in Q3 and a 70% increase in Q4, along with significantly enhanced conversion rates for all the campaigns under his charge.

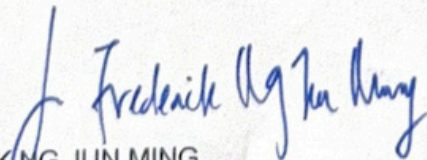
What sets Alex apart is his exceptional soft skills, including effective communication, teamwork, and problem-solving. He brings a proactive approach and resilience to challenging situations, ensuring that projects are delivered on time and with exceptional quality. His ability to collaborate across departments has made working with him seamless and productive, fostering a positive and efficient work environment.

Beyond his technical competencies, Alex is known for his positive character traits, such as adaptability, integrity, and a strong work ethic. He maintains a collaborative attitude, creating a harmonious and productive workplace. His dedication to upholding ethical standards and aligning with company values exemplifies his commitment to excellence.

I am confident that Alex will bring his dedication, skills, and positive energy to any role he takes on. I highly recommend him and believe he will be a valuable asset to any organization.

Should you have any inquiries, please contact me at Sales@platinummotoring.com.sg or via WhatsApp at +6593668262. I would be more than happy to provide additional insights into Alex's qualifications and capabilities.

Sincerely,



FREDERICK NG JUN MING
GENERAL DIRECTOR, LIVINGCARE VIETNAM.

