



# HỒ HOÀNG DUY

## DIGITAL MARKETING SPECIALIST

### CONTACT

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📍 Nhà Bè, Hồ Chí Minh

📅 24/03/1997

### SOFTWARE TOOLS

- Ads Manager (Facebook, Google, Tiktok)
- PangoCDP
- Salesforce
- Zalo Mini-app
- Zalo Official Account
- Google Analytic 360
- Google Tag Manager
- Looker Report

### SKILLS

- Strategic Planning
- Can-do Attitude
- Working Pressure
- Data Analysis
- Collaboration
- Creative Thinking
- Customer Orientation
- Adaptability to Change
- Problem Solving
- Negotiation



### WORK EXPERIENCE

#### Automation Marketing Specialist VIET TINH ANH

JUN 2023 - FEB 2025

- Collaborated with IT team & tech vendor to manage the CRM system: data source, external systems integrations, segmentation, automation flow, mini-app, ect..
- Managed membership programs & upgraded for automation: Birthday, Tier, Welcome gift, Monthly member gift, Survey
- Work cross-functionally with other teams (Trade, Sale, Designer, Purchasing, Customer Service) to implement member campaigns at store, especially the LEGO CRM programs in Vietnam
- Analyzed & reported for member campaigns (data collection, performance metrics, Zalo followers, sale, digital assets)
- Worked with vendor (Zalo, Telco) to register & manage content before sending out
- Upgraded member's website for better user experience

#### Achievement:

- Member's revenue contributed upto 80%, active member increase 15%, new member increase 26%
- Implement automated always-on member campaign flows to ensure messages are sent at optimal times.

#### Performance Digital Marketing Specialist NOVA FNB

JUN 2022 - MAY 2023

- Managed budget & campaigns across digital channels to drive strong return on Social platforms: Facebook, Google, Youtube.
- Created & executed performance marketing strategies & execution plan to meet the KPI.
- Managed digital assets: Brand's fanpages, websites & advertising accounts.
- Worked closely with Brand Managers to share funnel conversion improvement ideas, feedback & present results.
- Cooperated with other departments and external suppliers.

#### Achievement:

- Help brand launch new design for websites and landing pages: mangotree.com.vn, aulacdobrazil.com, dynastyhouse.com.vn, ect...
- Meet the ROAS from 10 to 20 for many campaigns: Au Lac do Brazil, Jumbo, Marina, ect...



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### WORK EXPERIENCE

#### Performance Digital Marketing Supervisor JUN 2021 - MAY 2022 DAFC

- Worked with website's vendor to built 2 ecommerce websites: Branding website, Outlet website.
- Improved the IU/UX & completed the UAT for websites
- Worked with tech's vendor to build the CRM systems with retail app
- Managed the customer journey flow to send newest message
- Improved performance of Email & Viber channels
- Managed budget & campaigns across digital channels to drive strong return on Social platforms: Facebook, Google, Youtube.
- Improved the Chatbot performance, make it useful for customer
- Created the Ads guideline for other teams to work

#### Achievement:

- Launched Outlet & Brand website & go live the CRM system on time
- Increased the performance of Email channel ( +244% open, +52% click)
- Improved the performance of Ads: reach +78%, engagement +38%, messages +190%, decreased cost message -66%, message-to-store rate +74%

#### SEO Leader JUL 2020 - JUL 2021 MYCONSTANT - P2P LANDING IN THE US

- Did master plan for short-term and long-term SEO strategy
- Research keywords based on customer insight and searching trends on search engines
- Recommended SEO solution for Maisite and Blog
- Made SEO training documents for internal
- Managed copywriters and freelancer team to create high-quality website content
- Re-designed for Blog UI and created banner system to convert users
- Set up tracking for Blog and Mainsite to track conversion rate
- Coordinated with other departments to process SEO according to the company's overall plan
- Did report and scrum every week with CEO

#### Achievement:

- Mainsite traffic doubled in almost a year, ranked high with competitive search term like "p2p lending"
- Blog traffic increase 36x in almost a year, the average increase of 40% per month, CR% leads to 15%.



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### WORK EXPERIENCE

#### Digital Marketing Executive CHÍ DOANH - DIGITAL AGENCY

JAN 2018 - JAN 2021

- Incharged big Projects: Adayroi.com
- Worked with Product team of Adayroi to manage the application of suggested UX point
- Highly analyzed and be able to derive meaning from raw data and BI report to find business insight
- Improved UX design on Email
- Create the cross channel flow and tested to make sure it working
- Create the working flow for content team
- Analyzed and worked with keyword to create multi topics based on the user's searching
- Reviewed final article before upload to website following SEO criterias
- Analyzed website and find customer insight to make the audit report and SEO review
- Reviewed and consulted long-term SEO strategy on the website
- Did keyword research, on-page, off-page SEO
- Worked closely with DEV team to apply SEO suggestions
- Made guild documentation for training in new SEO trend

#### Achievement:

- The website (Adayroi.com) increased 86% in total traffic, 17% in revenue, 9% in AOV.
- The non-paid channel including email, web-push, and app-push has an impressive change in traffic (+114%), revenue (+22%), AOV (+4%).
- Keep the traffic's growth rate over 50% every month. Traffic increased over 169 times after one year (upto 3,5M traffic). The conversion rate was stable at 3%.
- Helped big clients (ADR) holding high ranking on big keywords: "nạp thẻ" #2 (90,500); "mua xe trả góp" #2 (40,500); "cục phát wifi" #2 (18,100); "xe tay ga 2019" #2 (5,400); "Vinpro" #3