

# THUAN NGUYEN

## E-COMMERCE & CRM SPECIALIST

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### SUMMARY

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Technical Specialist with 2 years of experience in setting up and optimizing marketing automation systems, sales funnels, E-commerce, customer journey optimization and CRM solutions. Skilled in website and landing page development, email & SMS automation, and third-party integrations. Strong problem-solving abilities and a results-driven approach to enhancing workflow efficiency and business operations. Eager to learn and adapt to new challenges to align with company goals and industry advancements.

### WORK EXPERIENCE

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#### 1. Freelancer | Upwork (Oct 2024 - Feb 2025)

- Configured CRM systems, sales pipelines, and automation workflows for multiple clients.
- Developed and optimized sales funnels, websites, and landing pages to enhance lead conversion.
- Provided technical support and training for internal CRM users, improving system adoption and efficiency.
- Managed multi-channel marketing campaigns, including email and SMS.
- Assisted clients with data-driven reporting and customer segmentation to improve marketing efforts.

#### Achievements:

- Successfully improved client CRM efficiency by implementing automation workflows, reducing manual workload by 40%.
- Increased lead conversion rates by 25% through optimized sales funnels and targeted marketing campaigns.
- Provided comprehensive technical support, troubleshooting CRM-related issues, resolving 90% of issues within 24 hours.

#### 2. Technical Specialist | DrBiz JSC, Vietnam (Mar 2023 - Oct 2024)

- Set up and configured CRM agency and sub-accounts, including SaaS mode implementation.
- Developed and managed email & SMS automation, E-commerce email sequences, improving customer engagement and retention.
- Organized and segmented customer data, leading to enhanced personalized marketing efforts.
- Implemented and optimized appointment booking systems, improving scheduling efficiency.
- Integrated third-party applications (Stripe, PayPal, Make.com) for streamlined payment and workflow automation.
- Conducted CRM training sessions and troubleshooting support, ensuring smooth operations for system users.
- Monitored and analyzed campaign performance, providing actionable insights for continuous improvement.

#### Achievements:

- Collaborated with cross-functional teams to streamline CRM workflows, improving efficiency by 30%.
- Developed an optimized appointment booking system, reducing scheduling errors by 35%.
- Successfully built and implemented a CRM system tailored to the company's needs, improving customer data management and operational efficiency.
- Developed and launched a high-converting sales funnel, attracting and nurturing potential customers, resulting in a 35% increased lead generation.
- Developed automated E-commerce email sequences, increasing repeat customer purchases by 20%.

### SKILLS

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- **Technical skills:** Website, funnel, landing pages, CRM management, automations, pipeline management, HTML, CSS, JS
- **Tools & Platforms:** MISA AMIS CRM, MISA AMIS aiMarketing, GoHighLevel, Zapier, Make (Integromat), Google Workspace, WordPress, WooCommerce, Stripe, Canva, Figma.
- **Soft skills:** Communication, problem-solving, technical troubleshooting, research, time management, multitasking, teamwork, independent work.
- **Languages:** Vietnamese (Native), English (Fluent)

### EDUCATION

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Software Engineering - FPT University, Vietnam (2017 - 2021)