

Nguyen Bao Giang

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Career Objectives

Results-oriented marketing professional with a strong background in campaign optimization, market research, and data-driven decision-making. Experienced in managing budgets, enhancing customer engagement, and delivering measurable outcomes. Dedicated to driving growth through innovative strategies and effective collaboration with cross-functional teams

Area of Expertise

- Design with *Canva & Figma*
- Using *Google Analytics & Facebook Ads*
- Data analysis with *Excel, SQL, PowerBI, SPSS*
- Cross-functional Collaboration
- Project Management
- Budgeting management

Education

2021 - 2024

Bachelor Degree of International Business

UEH - International School of Business

Certification

- IC3 @Certiport
- Data Analysis @MindX
- Data Analytics Consulting Virtual Internship @KPMG
- Design Thinking for Marketing @ThinkDemy
- IELTS 6.0 @British Council

Work Experience

Associate Paid Marketing Solution @TIKI

5/2024 - Present

- Strategically planned and executed affiliate coupon campaigns, **successfully maintained Cost-in-Revenue (CiR) rate at around 7%**, and **coupon redemption rate at 85%**, by allocating coupons across KOLs, publishers, and affiliate partners, tailored to specific sub-categories.
- Collaborated cross-functionally with commercial and BI teams to identify high-growth deals, **contributing q80% of NMV of paid channel**
- Coordinated with agencies to optimize paid channels, including (Google, Facebook and CocCoc, etc) **consistently surpassing a minimum of 30% of the paid team's NMV**
- Enhanced landing page layout, **improving Product Detail Page (PDP) view to conversion rates**.
- Supported and collaborated with design team to conceptualize banners

Growth & Product Marketing Intern @Edtronaut

10/2023 - 4/2024

- Conducted in-depth qualitative research on market demand for two product launches and evaluated LMS & LXP solutions, analyzed competitors, and tested learning formats refining product positioning and segmentation strategies to address supply-demand gaps.
- Developed engaging user journeys and intuitive interfaces to enhance customer experience.
- Organized and led four events, attracting **600 registrants in total**, with **140-200 active participants**
- Optimized user journeys by leveraging GA, **resulting in a monthly 1% bounce rate reduction**
- Developed email marketing initiatives, achieved **70% open rate and 2% bounce rate**.

Digital Marketing Assistant @S.O.C Institute

8/2022 - 10/2023

- Spearheaded content strategies for the Facebook fan page, elevating **reach to 28,000 likes and 29,000 followers**—a remarkable **5% growth in just three months**.
- Strategically optimized Facebook Ads, successfully **engaging over 20,000 users per post, generating 150 potential customers**, and **achieving an impressive 30% conversion rate**.
- Designed a high-impact landing page that effectively attracted and captured lead information, driving engagement and conversions.

E-Commerce Marketing Assistant @Inception Agency

5/2022 - 5/2023

- Improved category and product visibility by optimizing descriptions and images for **100-200 products per store**, supporting revenue growth and strategic market positioning across major e-commerce platforms
- Consulted with clients to refine strategies that **reached monthly revenues from \$10 million to \$70 million**.
- Managed and executed onsite ads for sellers on e-commerce platforms, achieving an average **Click-through Rate of 21%** and a **Conversion Rate of 2%**.
- **Researched and designed user interfaces** to optimize the customer journey on online stores.
- **Coordinated with KOLs/KOCs** for livestream events while effectively managing client budgets.