



NGO NHAT AN

DIGITAL MARKETING

INTRODUCE MYSELF

My name is An, graduated from the Industrial University of Ho Chi Minh City, majoring in e-commerce. I am currently studying at the University of Economics in Ho Chi Minh City with a major in MIS. I am a person who likes a lot of challenges. In addition, I consider myself part of a team and enjoy working with many people.

SKILLS

- Digital marketing planning
- SEO (onpage, offpage)
- Paid Media Advertising: Facebook ads, Google ads, Zalo ads
- Data Visualization & Reporting: Tableau, Power BI
- Data Analytics with Python
- E-commerce Platforms
- Insights for Digital Marketing
- Project Coordination & Teamwork
- English

MY CONTACT

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PROFESSIONAL EXPERIENCE



BUSSINESS DEVELOPMENT

Mobile World | 01/2022 - 08/2022

- Search, connect and put Brands/Sellers according to business priority at E-Commerce Floors (E-commerce).
- Planning and implementing the development/growth strategy in terms of image and business for Brands.



DIGITAL MARKETING

A PLUS | 09/2022 - 10/2023

- Fully responsible for SEO and digital advertising initiatives for B2B clients in education, healthcare, and technology sectors.
- Independently conducted keyword research, website content planning, and SEO content writing to improve Google search rankings.
- Managed multi-channel content marketing (social media, video campaigns, display ads), ensuring brand consistency and performance tracking.
- Performed market research and developed customer personas to drive targeting precision and personalized content strategies.



DIGITAL MARKETING EXECUTIVE

GONSA | 10/2023 - 6/2025

- Spearheaded end-to-end execution and optimization of performance marketing campaigns across Facebook Ads, Google Ads, and Email Marketing, targeting B2B clients in the pharmaceutical sector via trungtamduocpham.com.
- Led performance analysis using Google Analytics and Power BI to track customer behavior, measure KPIs (CPA, CR, ROAS), and deliver actionable insights to improve campaign outcomes.
- Executed SEO/SEM strategies independently, including keyword research, on-page optimization, and content development, resulting in consistent organic traffic growth.
- Took full ownership in managing IMC campaigns for major pharmaceutical brands (e.g. GSK, Pharma 3/2) – from concept proposal, execution across digital channels to performance tracking.
- Collaborated with internal teams (sales, creative, dev) and external vendors to enhance brand visibility via Zalo OA, social media, and onsite promotional assets on the e-commerce platform.



EDUCATION



University of Economics Ho Chi Minh City

MASTER'S MIS | 2023 - 2025



Industrial University of Ho Chi Minh City

BACHELOR E-COMMERCE | 2018 -2022