

Khoa Do

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SUMMARY

Marketing pro with nearly 2 years thrives in a fast-paced E-commerce environment. Crafts & executes high-performing campaigns. Builds strategic partnerships & cultivates impactful relationships to drive brand awareness & success. Seeks new Marketing role to leverage skills & contribute to business expansion. Long-term goal: Marketing Manager within 4 years, utilizing data & strategy to optimize brand growth.

KEY SKILLS

- **Language:** English (IELTS Academic 6.5)
- **Computer:** Office Informatics (IC3 GS5)
- **Expertise:** Google Analytics 4 (Data tracking), Brand24 (Social listening), HypeAuditor (Influencer tool), Mail Merge/Mailchimp (Email outreach), Similarweb (Web's traffic tracking), Apollo.io (Contact tracking)
- **Others:** Basic graphic design (Adobe Photoshop), Problem-solving, Teamwork, Critical thinking

PROFESSIONAL EXPERIENCE

AUTONOMOUS INC. | *D2C, E-commerce, Smart Furniture, Work's Innovative Solutions* HCMC, Vietnam

Partnership Marketing Executive

07/2023 - 11/2024

- **Partnership & Promotion Management:**
 - Led and optimized influencer partnerships, generating unique codes for influencers to redeem products on the e-commerce site, managing the full process from code creation to shipment and delivery.
 - Managed **30+ influencer collaborations monthly**, increasing brand awareness across **US, Canada, UK, and EU markets**, driving customer acquisition through targeted promotions.
 - Achieved **300,000+ engagements per post** and delivered **1,000+ branded content pieces**, enhancing brand reach and platform performance.
 - Generated **\$700,000** in revenue in 2023 by strategically aligning partnership efforts with promotional goals.
- **Cross-functional Collaboration & Payment Promotion Strategy:**
 - Worked with internal teams (product, technical, marketing) to develop and implement promotion strategies, ensuring seamless execution of influencer-driven campaigns.
 - Planned and distributed promotional assets to support acquisition targets and voucher-based campaigns, aligning with business objectives.
- **Reconciliation & Reporting:**
 - Managed influencer promotion tracking, ensuring accurate reconciliation of codes, campaign data, and timely processing of redemptions.
 - Monitored key performance metrics to optimize voucher operations, improving campaign efficiency and ensuring data accuracy.
- **Public Relations & Brand Visibility:**
 - Secured **100+ placements in top-tier US media**, increasing brand exposure in key target publications.
 - Led PR efforts by pitching dedicated brand articles and product buying guides, ensuring visibility across relevant media outlets.

S COMMUNICATIONS

HCMC, Vietnam

Content Writer

11/2020 - 02/2022

- Spearheaded content creation as a *Member of Ekip Writer*, doubling weekly posts and driving significant engagement. Collaborated with **6-7 creators** to develop data-driven content strategies that grew the social media following to **50,500+**.
- Led internal communication content strategy as *Head of Internal Communication for Student's Awareness Enhancement 2021*. Directed visual execution and content planning, achieving nearly **100%** member awareness and contributing to a total reach of **619,000** on the S Communications Fanpage during the campaign.
- Developed targeted email campaigns and influencer partnerships as a *Member of the PR Department for the Let's On Air Campaign 2021*. Drove campaign engagement, contributing to **300 attendees, 4 press mentions, 76 media placements, and 20+ sponsors, helping earn the "UEH Youth Awards."**

EDUCATION

UEH University

HCMC, Vietnam

Bachelor's Degree in Marketing

2020 - 2024