THANH HANG NGUYEN

Marketing & Ad Tech Specialist | Business Analysis | Project Management | Based in Sweden

ABOUT ME

My name is Hang, a marketing specialist with 7+ years of experience in programmatic advertising and client success, and 4+ years in internal projects management and analysis. Tech-savvy and results-driven, I've led initiatives that increased company profit by 110%, improved workflow efficiency by 20%, and strengthened long-term partnerships with global customers.

Currently based in Sweden, with strong communication, planning, and cross-functional collaboration skills, I am open to opportunities to contribute and work with great teams.

Let's connect - I have a story to tell. Visit my website.

SKILLS

Marketing & Ad Tech | Programmatic Advertising

Google Ad Manager, Admob, DV360, SSP, DSP
RTB, SDK, JS Tags
Google Analytics, GTM, Lighthouse, Similarweb, Firebase
Charles Proxy, Homebrew, Android Studio

Campaign model

CPM, CPC, CPI, CPA

Data & Reporting

Power BI, Looker, SQL, Python, PPT, Excel, Canva, Tableu

Project Management tools

JIRA, Confluence, Trello, Redmine, Azure DevOps

Business & Soft Skills

Cross-team collaboration

Leadership & team management

Problem solving

Client onboarding & profit management

Communication & training

Prompt engineering & vibe coding

CONTACT

Sweden
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Linkedin
Tableu

LANGUAGE

English - Fluent
Swedish - Beginner
Korean - Beginner
Vietnamese - Native

EDUCATION

**Master's in Business Development and Marketing - Gaming track
University of Skövde, Sweden**

2024 - 2025

Strategic planning: Contributing to the winning team in the business simulation game Dynama.

Researching: Customer experience across Customer journey, Game user experience (GUX) and the impact of AI on GUX.

**Bachelor of Finance and Banking
Banking Academy, Vietnam**

2013 - 2017

Major in Corporate Finance
Recipient of Study Encouragement Scholarship

WORK EXPERIENCE

ADVERTISING OPERATIONS SPECIALIST AT GENIEE INTERNATIONAL PTE. LTD

Aug 2019 - Sep 2024 | Vietnam

- Onboarded and managed **global ad network partners**, generating **$10,000+ monthly profit**.

- Led the in-app advertising team: **developed new workflow** and minimized operational risks; **designed and executed** full-funnel media plans - resulting in a **17% revenue pipeline in the first month**.

- **Executed programmatic campaigns** across SSPs, DSPs, Google Ad Manager, AdMob, DV360, RTB platforms - **51% increase in deal volume** and **110% quarterly profit growth**.

- Analyzed, tracked data and **optimized performance** using Google Analytics, Firebase, and Looker; **conducted A/B testing** to drive continuous improvement.

- Conducted meeting with strategic insights and QBRs to partners and clients, **strengthening long-term partnerships** and customer satisfaction.

- Managed **project and collaborated across departments** (tech, sales, legal, offshore) using JIRA, Trello, Confluence, Redmine.

ACCOUNT EXECUTIVE - DIRECTOR ASSISTANT AT COC COC COMPANY LTD.

Sep 2017 - Mar 2019 | Vietnam

- Contacted and **managed key clients** across industries: Booking.com, Skyscanner, Spotify, contributing to **revenue growth of over hundreds of millions VND.**

- Planned and executed keyword content strategy, designed and transformed campaign plans into measurable results: increased **keyword search traffic by 10.1%** and boosted **brand awareness by 21%.**

- **Coordinated across departments** in content writing, banner design, contract management, strategic data analysis, trend forecasting, and KPI-driven campaign delivery.

- **Monitored work progress** for a 10+ member team. Managed task allocation, internal work tickets and workflows.

- Translated and localized documents (Vietnamese - English); trained new hires.

VALUATION INTERN - VIETNAM APPRAISAL AND CONSULTING JOINT-STOCK COMPANY

2017 | Vietnam

- Researched and gathered property data. Organized and maintained documentation.

- Worked with contracts and value certifications. Mitigated operational risks.

TRANSLATOR AT WOMEN'S PUBLISHING HOUSE

2015 | Vietnam

- Translated a meaningful children's book for a big Vietnamese Publishing House, focusing on life skills education.

PROJECTS

HEINEKEN SPHERE

Project description: Sphere is a new app project by Heineken that allows users to create profiles, connect with friends, find venues, and send party invitations.

Team size: 5+

Responsibilities: I collaborated with teams using Figma and Miro, created time estimates, and delivered a test plan, test cases, and a final report to ensure smooth workflows.

Tools: Figma, Azure DevOps, Excel, PPT

GAME ACCESSIBILITY TESTING

Project description: This project aims to investigate how accessible the new game prologue is, following the Game Accessibility Guidelines.

Team size: 3

Responsibilities: For this project, I dived into the world of gaming. Game accessibility testing and report for the new game prologue of Tiny Goblin. Additionally, I worked on investigating culturalization needs and evaluating their potential commercial value.

Tools: GAG Checklist, Notion, Excel.

E-COMMERCE PROMOTION QA SUPPORT

Project description: The customer's campaign ran on Shopee - one of the largest e-commerce platforms, especially in the SEA region - during the biggest promotional day of the year.

Team size: 3+

Responsibilities: In this project, I created and executed test cases for a promotional campaign on an e-commerce site under supervision.

Tools: Slack, JIRA, Google Spreadsheet.

ONBOARD NEW PARTNERS & NEW ADVERTISING FORMAT

Project description: The business aimed to expand to global customers across EMEA, the US, and Europe.

Team size: 5+

Responsibilities:

- Led coordination across business partners, the legal team, and the sales team to ensure the onboarding process. Worked with more legal terms in contracts, this project required testing and validating new advertising formats and pricing models (CPA, CPI), ensuring partner APIs functioned correctly, and monitoring performance to meet publisher requirements.
- I also managed payment tracking, resolved payment delays, and negotiated adjustments when needed.

Results: Successfully onboarded multiple partners, generating $10,000+ monthly profit while maintaining ad quality. Negotiated and minimized payment delays up to thousands of dollars.

Tools: Slack, JIRA, Confluence, Redmine, AppsFlyer, Looker, Lighthouse, Redash & SQL.

PROJECTS

MOBILE APP CUSTOMER SUCCESS

Project description: Geniee International developed their in-app business by building and integrating SDKs, and expanded partnerships with major global in-app platforms.

Team size: 7+

Responsibilities: Led the in-app ad-ops team members, created new workflows and guidelines that improved efficiency by 20%. Inspected Android apps and applied a risk management framework to address potential threats. I also collaborated with sales, tech, and ad ops teams to develop the GenieeSDK and successfully integrate new ad formats with global partners (e.g., Pangle, AppLovin, Liftoff, UnityAds).

Results: Onboarded high-value partners. Boosted 17% revenue pipeline in the first month through expanded partnerships and ad formats. Mitigated operational risks and upskilled team members.

Tools: Slack, JIRA, Confluence, Redmine, Android Studio, Firebase, Redash, GA4, Looker, Charles Proxy.

PREFERRED DEALS MANAGEMENT - GOOGLE AD MANAGER

Project description: Managing preferred deals required long-term relationship building with RTB partners. Neglecting the relationship could risk future collaboration and revenue.

Team size: Individual project.

Responsibilities:

- Handled strategic RTB partners (e.g., Appier, RTB-House, StackAdapt), renewed and optimized preferred deals through quarterly and annual performance reviews.
- Additionally, maintained regular track and addressed performance concerns to ensure the KPIs.

Results: Successfully renewed and extended preferred deals, resulting in 51% increase in deal volume and 110% quarterly profit growth. Strengthened partner relationships, and increased yield through consistent optimization.

Tools: Slack, JIRA, Confluence, Looker and internal tools.

INDUSTRY GROWTH STRATEGY & TEAM COORDINATION

Project description: This project aims to expand the business in the pharmaceutical and travel sectors.

Team size: 10+

Responsibilities:

- Collaborated directly with the Industry Director to develop business development strategies phase-by-phase, including budgets, timeline, workflows, and KPIs for the travel and pharmaceutical sectors, contributing to market research and pitch planning for key clients.
- At the same time, monitored work progress of a 10+ member team: Prioritized and managed task allocation, internal work tickets and workflows; Trained new hires; coordinated across departments.

Results: Managed multiple tasks across teams (legal, design, content, sales, ad-op) with strict deadline. Contributed to revenue growth of over hundreds of millions VND. Planned and executed keyword content strategy, directly contributing to a 10.1% increase in search traffic and a 21% boost in brand awareness.

Tools: GTM, SQL, BI, Microsoft Office.

CERTIFICATIONS

TECHNICAL CERTIFICATIONS

- The Complete Python Pro Bootcamp - UDEMY
- Google Project Management - COURSERA
- Google Data Analytics - COURSERA
- The Complete SQL Bootcamp - UDEMY

MARKETING CERTIFICATIONS

- Google Ads Apps - GOOGLE ADS
- Digital Skills: Social Media - FUTURE LEARN
- Social Media Marketing Campaign - FUTURE LEARN

EXTRA-CURRICULAR ACTIVITY

GREEN ASPIRATION VOLUNTEER TEAM

- Fundraising & teaching literature to underprivileged student