

# Dinh Hoang Khanh Linh



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📄 Other course and Certifications

- 1st prize in Techwiz Contest at FPT Aptech
- Certifications: <https://bit.ly/3U0SohY>
- My Projects: <https://bit.ly/3JjUnZr>

## Professional Skills

- Google Analytics
- SQL
- A/B Testing

## Soft Skills

- Communication skills
- High responsibility, careful & detailed
- Task management & problem solving
- Entrepreneurship and teamwork
- Critical thinking

🎓 Education  
**BANKING UNIVERSITY (HUB)**  
MAJOR: Bachelor's degree in Business Administration

## **FPT APTECH COMPUTER EDUCATION**

MAJOR: Advanced Diploma in Software Engineering

## WORKING EXPERIENCES

Ads Operation Executive- Adtima (Zalo)

01/2022 - Now

- Collaborated with cross-functional teams such as sales, products, design,... to monitor campaign performance and track KPIs like user engagement and arrival rate through developed insightful such as internal dashboard (Salesforce, Ads Server), GA, 3rd party dashboard (DCM, iAS, Sizemek, Adform).
- Managed campaigns to meet KPI goals, optimizing metrics like CTR and VTR.
- Assisted Tiger Larue in achieving **32% unique user reach** throughout zalo interface format, and **27% conversion rate increase**.
- Reduced campaign cost by **8%** through efficiency management like changing KV, target audience, A/B testing,...
- Analyzed campaign performance like findings abnormal spot to find out insights and proactively provided solutions to sales team to meet campaign objectives like TA, timeline,...
- Supported ad campaign delivery and conducted backup campaigns.
- Reported progress weekly to team lead and provided support as needed

Digital Marketing Executive - Kaleidoscope Tech Asia (Tech Insurance)

01/2021 - 01/2022

- Conducted comprehensive market research to identify trends and opportunities.
- Analyzed performance data and market feedback to adjust strategies accordingly.
- Utilized Google Analytics tools to measure and evaluate the effectiveness of the website.
- Worked with various departments (brand, product, etc.) to develop strategies aligned with customer insights and target audience preferences, **optimizing conversion and costs**.
- Adminstrated and improve performance of post on fanpage and website

## REFERENCES

Name: Huynh Thi My Hanh

Phone number: 0974309931

Position: Ad Operations Specialist Adtima