NAME

EMPLOYMENT

Title	Company	Start Date – End Date

Campaign Performance & Attribution
- Established and monitored marketing KPIs including 92% lead scoring accuracy SLA, improving lead-to-customer conversion tracking from 65% to 88% through automated attribution modeling and multi-touch campaign analysis
- Designed and implemented bi-weekly campaign optimization workflows that reduced manual marketing analyst interventions by 50% and improved ROI measurement across digital and traditional marketing channels

End-to-End Marketing Solutions
- Troubleshot and maintained 18+ production marketing dashboards & automation issues supporting demand generation platform, ensuring consistent campaign performance visibility for B2B subscription customers
- Improved campaign launch SLA from 5 business days to 24 hours through Agile methodology leadership of 6-person cross-functional marketing operations team

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Campaign Data Analysis & Optimization
- Analyzed campaign performance across 12+ marketing channels and 35 data sources, reducing report generation time from 3 hours to 45 minutes by streamlining data collection processes and standardizing metric calculations
- Worked with marketing managers to identify key performance indicators and conversion metrics, restructuring complex multi-source reports (8+ platforms) into focused campaign dashboards for Digital and Content Marketing teams
- Created comprehensive attribution models supporting customer journey analysis including touchpoint mapping, channel attribution, and lead scoring frameworks

Marketing Reporting & Process Improvement
- Built Excel-based automation that eliminated 1.5 days of weekly manual campaign reporting for marketing coordinators, enabling real-time performance tracking alongside daily campaign management
- Collaborated directly with Marketing Operations team to define automated KPI calculations and data validation rules, ensuring accuracy for executive marketing reports

Team Collaboration & Communication
- Acted as data point-of-contact between marketing operations and campaign teams, providing analysis support and recommending additional metrics to improve campaign measurement capabilities

EDUCATION

University of Science
Vietnam   **20xx – 20xx**
- Bachelor's in Computer science
- Related coursework: DSA, OOP