

# TUAN PHAN

## Senior Digital Marketing



My portfolio

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Location: Phu Nhuan District, Ho Chi Minh City, Vietnam

### PROFESSIONAL SUMMARY

Performance-focused Digital Marketer with 4 years of experience combining strategic planning with technical expertise. Leverages advanced analytics and automation to optimize full-funnel campaigns, proven to reduce CPA and maximize ROAS through data-driven decisions

### PROFESSIONAL EXPERIENCE

#### THACO AUTO

Aug 2025 - Present

*Digital Marketing Specialist*

##### DATA & PERFORMANCE (35%)

- Built a clear performance tracking system connecting digital campaigns to qualified leads across channels, regions, and showrooms
- Analyzed multi-source marketing data to spot funnel issues and improve lead conversion efficiency
- Turned data into practical insights to support budget planning and traffic growth decisions
- Automated real-time dashboards to monitor overall digital performance and operations

##### MARTECH & AI AGENT INNOVATION (35%)

- Created a centralized product database to keep vehicle information consistent across all digital platforms
- Developed digital sales tools (E-Catalog, E-Saleskit, E-Menu) to support showroom sales and customer experience
- Implemented AI chatbots to handle customer inquiries and reduce manual workload

##### PRODUCT & PARTNER MANAGEMENT (30%)

- Managed external agencies for ads, website, and app with clear KPIs and performance reviews
  - Designed UX/UI wireframes to ensure digital products matched business goals and user needs
- **Achievement:** Successfully rolled out digital solutions across **300+ showrooms/business units**, achieving a **92% internal user satisfaction rate** and **reducing CPL by 15%** through data-driven optimization

#### Anphabe JSC

Jul 2023 - Jul 2025

*Digital Marketing Specialist*

##### CAMPAIGN STRATEGY & EXECUTION (60%)

- Developed and executed B2B performance campaign ("Vietnam Best Places to Work") targeting HR leaders and SME owners across multiple channels
- Built multi-objective Facebook strategy combining Awareness, Engagement, and Conversions campaigns with custom audience segmentation
- Coordinated Google Search and Display campaigns to capture high-intent keywords and build industry awareness

## **ANALYTICS & OPTIMIZATION (25%)**

- Conducted systematic A/B testing on creatives and CTAs across 3 campaign phases, achieving **62% higher CTR** and **28% lower CPA**
- Built automated Power BI dashboards integrating CRM, advertising, and website data via custom ETL pipelines
- Set up advanced GA4 event tracking with GTM including scroll depth, form abandonment, and CTA engagement monitoring

## **CONVERSION & AUTOMATION (15%)**

- Collaborated with design team to optimize landing pages through HTML/CSS improvements and UX redesign, increasing **conversion rate from 2.1% to 3.5%**
  - Developed trigger-based automation workflows using Mautic to re-engage cold leads, **improving lead-to-MQL rate by 18%**
- **Achievement:** Delivered **4.73 ROAS** (58% above industry benchmark) and 1.89B VND revenue from 400M VND digital cost, generating **4,532 MQLs** and acquiring **24 high-value B2B clients**

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## **CBS - Massey Program Affiliated with UEH University**

Jul 2021 - Jun 2023

### *Digital Marketing Executive*

- Managed full-funnel Meta campaigns for education products with custom audiences and lookalike scaling
  - Built TOFU–MOFU–BOFU targeting strategy aligned with user journey and content gap insights
  - Rebuilt performance dashboards tracking ROI, CPL, and funnel conversion with attribution logic
  - Optimized budget allocation using data-driven reporting and campaign-level analysis
  - Automated HubSpot CRM workflows and lead sync between landing pages and sales systems
- **Achievement:** Drove 15% YoY growth in qualified leads while improving sales team efficiency by 22% through faster lead response and automation

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## **SKILLS**

**Performance Marketing:** Meta Ads, Google Ads, Tiktok Ads, A/B Testing, Remarketing, Funnel Optimization, CAC Reduction, CLV Analysis, ROAS Optimization

**Analytics & Data:** Looker Studio, Excel, GA4, Google Tag Manager, SQL, Python (basic), Power BI, Firebase

**Technical Skills:** HTML/CSS/JS(basic), SEO optimization, Email-marketing automation, CRM Implementation, API Intergration (basic), Vibe coding

**Soft skills:** Data-driven Thinking, Strategic Planning, Cross-functional Collaboration, English (Intermediate)

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## **EDUCATION**

### **Bachelor of E-Commerce | UEH University**

2018-2022

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## **CERTIFICATIONS**

- [Digital Performance - Tomorrow Marketers \(2023\)](#)
- [Measurement and Analysis - Coursera \(2024\)](#)
- [MS Power BI Desktop for Business Intelligence - Udemy \(2024\)](#)
- [The Data Analyst Course: Complete Data Analyst Bootcamp - Udemy \(2024\)](#)
- [Advanced Google Analytics 4 Implementation with Tag Manager - Udemy \(2024\)](#)