HOANG NGOC BAO ANH

PROMPT ENGINEER

Gender: Male

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OBJECTIVE

My objective is to leverage my expertise and skills to secure a position as a Prompt Engineer at Remitano.
Over the next three years,
- I aim to become a subject matter expert in my field, while also achieving fluency in English and German. In the longer term.

Within five years, I aspire to progress to a higher role where I can further contribute to and grow with the company. Additionally, I am committed to using my skills and knowledge to drive innovation, improve processes, and contribute to the overall success of Remitano. I believe that my growth and success will translate into growth and success for the company as well.

EDUCATION

Major: Marketing Management

🗄 University of Financial and Marketing   📅 2019-2023

GPA: 2.73/4

WORK EXPERIENCE

User Acquisition & Ads Monetization Specialist

🔲 SOFTFUN JSC   📅 Jan 2023-Present

MAIN RESPONSIBILITIES
- Create, Set up and Optimize Campaigns from our network platforms such as Mintegral Ads, Unity Ads, and Google Ads...
- Performance Management campaign complete tROAS with BOD's target,
- Set up Floor to process bidding on App Publisher, Mediation management on IronSource, Max Mediation... is planning and following to create and set instances for the bidding process.
- A/B Testing the Creative campaign, Monetization Instance, placement ads...
- Optimize Revenue from Reward Video, Interstitial Video and Banner, In-app Purchase.

SKILLS

ChatGPT: Proficient

Using Prompt Intelligence

MidJourney: Proficient

Master of Prompt structure

App Store Optimization (ASO): Proficient

-Tracking data on Apptweak
- Analyze data comparing with app competitor
- Data-driven decision making key-suit

Search Engine Optimiztion (SEO): Basic

Research Key-suit.
Set up domain DNS, Site map for website.
Optimize SEO on-page (Title, tag, alt,meta description ......)
Pull traffic from Creative Behance, Pinterest,...
Combine blog posts with keywords.
Implement through GSC (Google Search Console), Ahrefs...

Unity Ads: Proficient

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Mintegral Ads: Proficient

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Campaign Optimiztion: Proficient

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Media Planning: Proficient

- Research the main market insight to match target audiences with the game products.
 - Research trends of creative's competitors from process to compare and do the same.
- Suppose the creative process goes to success
- App Store Optimize (ASO) strategy including:
  - Research keywords on the Apptweak system, compare and set up a suitable keyword set.
  - Create an outline for the article content containing the keywords in the key-suit.
  - Using AI prompt to create multiple versions of articles SEO that match the established outline, with different content versions using A/B testing to optimize the app description.
- Training, and sharing knowledge about applying AI to work.

ACHIEVEMENT ACQUIRED
I have achieved significant milestones in my career. Here are some of my accomplishments:
- Succeed increased revenue per campaign by 200%, reaching a ROAS D30 of 200%. This was achieved through a combination of effective targeting, creative optimization, and data-driven decision-making.
- Applying AI technology to shorten creative testing implementation time. This has helped me to deliver results faster and more efficiently, while also reducing costs.
- Helping clients increase their profit on products by 300% compared to before 2021. This was achieved through optimal analysis capabilities and careful ROAS target strategic planning and risk prediction.
- By analyzing data and identifying trends, was able to develop effective strategies that helped my clients achieve their goals.

User Acquisition Intern

🗒 SOFTFUN JSC	📅 Oct 2022-Dec 2022

MAIN RESPONSIBILITIES
-Take a hand with the supervisor to research and compare products with competitors.
-Learn how ad networks operate and report.
-Use tracking data tools to read and report data to superiors.
- Support researching new keyword sets for the ASO process.

ACHIEVEMENT ACQUIRED
- Use Looker Studio to create a new eCPM report dashboard that is more intuitive than the tools the company currently uses.
- Find out how to apply AI such as (Copy.ai, Midjourney, and ChatGPT...) to help reduce 50% of the time with data processing, comparison, and creative tasks.

Social Media Operations Intern

🗒 IMC Group	📅 Oct 2021-Nov 2021

MAIN RESPONSIBILITIES
- Manage the company's social media account, increasing followers by 50% and engagement by 45%

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Graphic Design: Good

Adobe Illustration, Adobe Photoshop, ...
Link References:
https://www.behance.net/albert_hoang

HTML5: Good

Tag management, heading, alt, ...

CSS3: Good

Elemental, Box-sizing, Style Modeling...

Google Ads: Good

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Data Analysis: Good

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Data Visualization: Good

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Data-driven Decision Making: Good

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Mediation Management: Good

Using Level Play Mediation, Max Mediation,... to analyzing and optimize waterfall monetization.

English : Basic

Writing: Good
Speaking: Basic
Reading: Good
Listening: Good

Facebook Ads: Basic

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CERTIFICATIONS

2021: MOS EXCEL

2021: MOS WORD

- Using Adobe Creative Kit (Photoshop, Illustrator, Premiere Pro,...) to develop resources content.
- Implement metric growth of Instagram channel and having idea-solving by analyzing data insight.

E-commerce Marketing Intern

🏢 CROSS Technology & Communication   📅 July 2021-Sep 2021

MAIN RESPONSIBILITIES
- Manage Fashion and Beer and beverages Category on the e-commerce platform.
- Search for partner brands, and create a conversion price strategy based on conversion fees and other fees.
- Support writing SEO articles on the WordPress system, designing and managing creative resources.

Waiter & Barista Staff

🏢 ARTISTA COFFEE   📅 5/2018-8/2018