

CONTACT

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Personal Portfolio

EDUCATION

2012 - 2016

TAY NGUYEN UNIVERSITY

- Bachelor's Degree in
Chemistry Education

SKILLS

- Google Ads, Google Analytics,
Google Tag Manager
- Time Management &
Teamwork
- Customer Service
- Critical Thinking
- Training & Documentation
- HTML, CSS, Javascript, React
- Typescript, SQL
- JIRA for Software Testing
- Playwright
- Postman
- Self-study

LANGUAGES

- Vietnamese (native)
- English (fluent)
- Mandarin (beginner)

LILY DUONG

SOFTWARE ENGINEER INTERN

Aspiring software developer with hands-on experience in JavaScript and a solid understanding of software development principles. Passionate about writing clean, efficient code and contributing to collaborative meaningful projects. Skilled in troubleshooting and problem-solving, with growing expertise in Playwright for testing. A strong team player with excellent communication skills, eager to support development efforts and continuously improve. Familiar with Agile methodologies and committed to expanding my technical knowledge. Known for my strong work ethic and positive attitude in previous roles, I am confident in my ability to contribute effectively to your team.

My favorite quote: Try your best, the rest will follow!

WORK EXPERIENCE

Self-employed

Self-taught developer

Aug 2021 - Present

- Self-taught through the internet, driven by a passion for technology and curiosity about how things work—starting with HTML and CSS.
- Learned JavaScript, React, TypeScript, and Agile principles through hands-on projects.
- Built personal projects focused on clean code, responsive design, and API integration.
- Gained experience with Agile, manual/automated testing using Playwright and Postman.
- Continuously exploring new technologies and sharpening problem-solving skills.
- Check out my work: [Personal Portfolio](#), [Game Hub](#), [Ecommerce Website](#), [20 Small JS Projects](#)
- My [GitHub Profile](#).

TDCX Malaysia

Technical Solutions Specialist

April 2022 - May 2024

- Guided hundreds of advertisers in setting up, implementing, and troubleshooting tracking for Google Ads, Analytics, Merchant Center, and Google Tag Manager, improving tracking accuracy and driving a 15% increase in data-driven decision-making for clients.
- Boosted lead generation and enhanced ad performance by 25% through close collaboration with Vietnamese sales teams on tag implementation, and mobile/web ad optimization.
- Joined the English team for six months to support global customers, primarily from Australia, the US, the UK, New Zealand, Singapore, and India.
- Worked closely with the Google Support Team to troubleshoot M&A issues, such as examining tag implementations, testing, clarifying, resolving 95% of data discrepancies in Google Ads reports and Google Analytics.
- Possessing a strong foundation in digital marketing principles, with experience in keyword research, audience segmentation, and data-driven campaign optimization.
- Mentored new team members through shadowing and mock calls, resulting in 30% improvement in first-call resolution rates within 2 weeks.
- Recognized as a monthly CSAT contributor and voted "Miss Grand" of the Vietnam Tag Team, demonstrating exceptional teamwork and dedication.**

REFERENCE

Linh Vo

TDCX Malaysia, Team Leader

- Phone: +60 11 2343 8028
- Email: lemanhlinh@google.com

Van Tam

TDCX Malaysia, Team Leader

- Phone: +60 11 2739 6063
- Email: vantam@google.com

Hoai Bao

Concentrix Vietnam, Team Leader

- Email: hohoaiobao@gmail.com

INTERESTS

- Self-learning, technology, foreign languages.
- Hiking, adventurous travels.
- Martial arts, meditation.
- Writing, guitar.

TDCX Malaysia

Digital Marketing Consultant

Jan 2021 - Apr 2022

- Interacted with 1000+ customers through phone, email, and chat channels to address a wide array of concerns related to their engagement with the advertising platform, including Google Ads, Google Analytics, Google Tag Manager, Merchant Center.
- Analyzed Google Ads metrics and provided data-driven insights that led to a 55% improvement in campaign optimization and a 20% increase in client ROI.
- Demonstrated adept troubleshooting skills, ensuring seamless issue resolution by actively following up on customer concerns. When required, promptly escalated matters to relevant teams.
- Joined Product Team to train and support newbies, fostering a culture of continuous learning and professional growth within the organization.
- Joined Guru Team to support team members, resolving complex cases, and initiating workflow optimizations, resulting in a 35% increase in team efficiency.
- **Recognized as Employee of the Month within just 2-3 months of employment, demonstrating exceptional work ethic and dedication, surpassing expectations.**

Accenture Malaysia

Data Analyst

Jan 2019 - Jan 2021

- Conducted meticulous reviews of documents and content, meticulously adhering to provided Guidelines and upholding rigorous quality standards in the process of classification, labeling, and annotation.
- Demonstrated dedication to product knowledge acquisition and retention, ensuring a comprehensive understanding of the offerings and their relevant aspects.
- Proactively identified operational inefficiencies and workflow issues, presenting viable solutions to streamline processes and enhance overall efficiency.
- Displayed a keen eye for recognizing trends and patterns, effectively escalating potential issues and concerns to management for strategic resolution and decision-making.

Sai Gon VINA center, Vietnam

English teacher and tutor

Jan 2017 - Jan 2019

- Facilitated engaging TOEIC and communication classes, fostering a dynamic learning environment that empowered students to break language barriers and thrive professionally.
- Provided personalized tutoring to improve student's performance in exams and professional communication.

Concentrix Vietnam

Customer Service Representative

Oct 2017 - Oct 2018

- Provided comprehensive customer support services for the Uber project, catering to the needs of both drivers and riders through various communication channels including email, phone, and chat (Facebook).
- Demonstrated effective communication skills and problem-solving abilities while assisting customers with their inquiries and concerns in the English language.
- Successfully transitioned from the Uber project to the Grab project, where responsibilities included delivering driver support services via phone.
- Maintained a customer-focused approach, ensuring high levels of satisfaction and resolving issues efficiently.
- Adapted to changing project requirements and contributed to the seamless integration of services during the transition from Uber to Grab.
- **Recognized for exceptional work ethic and dedication, earning praise from the team lead and achieving the highest annual salary increase among a team of 30+ members.**