



Phạm Minh Thành

Marketing online

Hanoi, Vietnam

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EDUCATION

- 09/2008 + **LAMSON GIFTED SCHOOL**
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6/2011 | [Lamson gifted school, Thanhhoa, Vietnam.](#)
Specialized in **Physics**
- 09/2011 + **HANOI UNIVERSITY OF SCIENCE AND TECHNOLOGY,**
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6/2016 | [HEDSPI,](#)
Information Technology

WORK EXPERIENCE

- 06/2016 + **FPT SOFTWARE**
↓
3/2019 | [Developer](#)
Create program to check API on PS4 library
- 4/2019 + **CÔNG TY CỔ PHẦN QUẢN LÝ VÀ KHAI THÁC TÀI SẢN PSA**
↓
8/2020 | [Marketing online leader](#)
Execute Google ads, Facebook ads, operation and administration of website:
[www.psa.vn](#), [www.bepanvanphong.vn](#).
Design and build website: [BMJob.vn](#) about recruitment.
- 8/2020 + **FREELANCER**
↓
NOW | [Execute ads, content creator](#)
Part-time: Execute ads for PSA
Content creator: Teach composing music
<https://hocsangtac.com/>
<https://www.tiktok.com/@hocsangtac>

SKILLS

- Advanced**
- 1/ Wordpress:
 - + Builder: Elementor Pro, Thrive Architect, Flatsome...
 - + PHP, CSS to custom Themes.
 - 2/ Website development:
 - + AWS webservice with APACHE web server
 - + Vultr VPS with NGINX web server
 - 3/ Search Engine Optimization
 - + Link building
 - + Content optimisation
 - + Tool for SEO: Ahrefs, Google analytics, Google search console...
 - + Site structure
 - 4/Advertising
 - + Google ads, Facebook ads, Tiktok ads.
- Intermediate**
- + Photoshop, Adobe Premiere: design banners, edit images, videos...
 - + Use python to create tools : Solve repetitive works.
 - + **Compose new song catch #Trends**
- Ex:
- Vung Tin Viet Nam: <https://www.youtube.com/watch?v=9NLeNuCpzAY>
- Mien An Nien: <https://youtu.be/JgdXcwuggpU>

SKILLS

- Ads tools
- Logical thinking and creative
- Programming
- Photoshop
- Office

EXPERIENCE

- Facebook ads: 5 years
- Google ads: 5 years
- Python : 2 years
- Content creator: 3 years

INTERESTS

- Playing guitar
- Singing
- Compose new songs