

Leo Nguyen

Junior Growth Hacker

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Professional Summary

Junior Growth Hacker with 2 years of experience supporting rapid experimentation to drive user acquisition and engagement. Quick to apply creative strategies, A/B testing, and performance analysis for growth across digital platforms.

Skills

A/B Testing, User Acquisition, Email Funnels, Google Analytics, Landing Page Optimization, Referral Campaigns, Social Growth Tactics, Copywriting, No-Code Tools, CRM Automation

Experience

Growth Marketing Associate - Traction Labs (2023 - Present)

- Assisted in building referral programs and viral loops for product launch.
- Ran basic A/B tests on landing pages to boost sign-up rates.
- Worked with designers to optimize onboarding experience.

Marketing Intern - HackerSpark Co. (2022 - 2023)

- Supported lifecycle email campaigns and list segmentation.
- Helped research growth tools and built MVP tests using no-code apps.

Education

B.A. in Digital Business, University of Texas at Austin, 2022