

NGUYEN DINH DUNG

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Executive with a strong technical foundation in Information Technology. Proven track record in driving growth for Web3 and AI startups through data-informed strategies. Expert in leveraging AI tools to optimize content production by 50% and managing multi-channel communities. Skilled in bridge-building between technical products and market-facing content, with specialized experience in the COTI ecosystem and decentralized talent platforms.

CORE COMPETENCIES

Web3 Marketing Strategy • AI-Powered Content Creation • Community Growth (Discord/X) • Employer Branding • Performance Analytics • Conversion Rate Optimization (CRO) • Workflow Automation

EDUCATION

Duy Tan University

Bachelor of Information Technology

Da Nang City, Vietnam

2019 – 2024

EXPERIENCE

UCTalent – Decentralized Talent Platform

Da Nang City, Vietnam

Digital Marketing Executive

Feb 2025 – Present

- Spearheaded marketing content for the **UCTalent Pioneer Program (UPP)**, translating complex whitepaper concepts into digestible social media assets for global communities.
- Optimized website wording and UI/UX flow, increasing conversion rates for talent sign-ups through structured A/B testing and data-tracking in Excel.
- Managed 5+ social channels (LinkedIn, X, Discord, Telegram), maintaining a unique "NPC of UCTalent" persona to drive authentic community engagement.
- Executed 2-week marketing sprints (Agile), conducting retrospective analysis (Retro) to improve campaign ROI and engagement metrics iteratively.
- Integrated AI-assisted workflows (LLMs, Midjourney) to reduce content turnaround time by 50% while maintaining high-quality technical accuracy.

Recruitment Marketing & Headhunting Support

- Managed employer branding for high-tech roles (R&D, QA, Engineers) across Singapore and Vietnam markets, emphasizing USPs within the COTI ecosystem.
- Developed targeted outreach campaigns on LinkedIn, successfully building a talent pipeline of qualified candidates for Web3-specific roles.

Assistant to Founder

- Developed a partnership tracking system on Notion to evaluate and manage collaborations with 10+ Web3 and AI projects.
- Streamlined internal operations by coordinating tasks between technical and marketing teams using Slack and automated workflows.

Parcel Technology Solutions Company

Da Nang City, Vietnam

Front-end Development Intern

2023 – 2024

- Applied HTML/CSS/JS skills to implement UI components, ensuring seamless user experiences for client-facing web platforms.
- Bridged the gap between design and code, providing technical insights to the marketing team for optimized digital asset integration.

SKILLS & TOOLS

Marketing & Design: AI Prompt Engineering, Inbound Growth Strategy, Community Building (Web3 Native), Content Strategy, UI/UX Optimization.

Tools & Analytics: Google Analytics (GA4), Meta Business Suite, Hubspot CRM, Webflow, Notion, Excel (Data Analysis).

Technical: HTML/CSS, JavaScript, Web3 Ecosystems (COTI, Ethereum), API Basics, Git/Vercel Deployment.

Languages: Vietnamese (Native), English (Conversational/Professional)