



## Adam (Nam Nguyen)

I am a **Marketing Technologist** with 12 years' experience, I design and maintain automation systems using N8N, Python, AI agents to streamline execution & reduce repetitive tasks for businesses.

**12+**

YEARS OF MARKETING  
EXPERIENCE

**95%**

TIME SAVINGS WITH  
AUTOMATION

**200+**

CHANNELS BUILT FOR  
SCALABILITY

## Highlighted Skills

### Automation System & AI Tools

- AI Agent
- AutoHotkey
- N8N
- REST API
- Webhook

### Growth Hacking & Analytics

- AppsFlyer
- Conversion Funnel Optimization
- Facebook/Google/TikTok
- Google Analytics

### Marketing Strategy & Management

- Business-to-Tech Transformation
- PR & Communication
- Strategic Planning

# Professional Experience

## Marketing/Automation Lead

09/2022 – 11/2025

### AnHome US

- ✓ 95% Labor Efficiency: Supported full-time staff with automation systems, saving over 80+ hours per week of repetitive task processing.
- ✓ Large-scale Operations: Led a high-efficiency team maintaining stable operations for a digital content distribution system (scalable to 200+ channels).
- ✓ Data Standardization: Eliminated 100% of data entry errors across platforms through real-time synchronization.

N8N

REST API

OAuth2

Playwright

Docker

Proxmox

## Brand Manager/Growth Manager

07/2021 – 08/2022

### HyperWork x Velasboost

- ✓ Revenue Surge: Achieved 150% revenue growth during the Shark Tank Season 5 integrated marketing campaign.
- ✓ Inventory Fulfillment Optimization: Ensured seamless operational flow between Marketing and Logistics.
- ✓ Capability Scalability: Standardized operating procedures for PR Booking and Media Production.

Facebook Ads

Google Ads

TikTok Ads

Google Apps Script

## ● Digital Marketing Manager

11/2019 – 05/2021

### Happy Bridge

- ✓ Cost Optimization: Reduced Customer Acquisition Cost (CAC) by 90% (from ~11,000 VND to ~1,000 VND/user) through restructuring the conversion funnel and effective content strategies.
- ✓ Product Growth Drive: Contributed directly to the refinement of O2O Dating product features, increasing user retention rates.
- ✓ Multimedia Production: Produced end-to-end marketing assets using Adobe Creative Suite (Premiere, Photoshop) and CapCut for app marketing, social media, and video campaigns.

AppsFlyer

Facebook Ads

Google Ads

Firebase Analytics

## ● Senior Strategic Planner

10/2017 – 11/2019

### Max Group Vietnam

- ✓ Enterprise Client Acquisition: Successfully pitched Panasonic, LG Vietnam, AO Smith.
- ✓ KPI Commitment: Maintained high KPI completion rates and project quality.

Facebook Ads

Google Ads

Creative Brief

Google Analytics

## Marketing Manager

10/2015 – 09/2017

### Mercedes-Benz Haxaco

- ✓ Exceeding Targets: Consistently met and exceeded stringent global marketing KPIs.
- ✓ Brand Protection: Achieved maximum Brand Corporate Identity (CI) audit scores.

Email Marketing

CRM System

Automation Marketing

Event Management

## PR & Communications Specialist

05/2013 – 10/2015

### LT Group

- ✓ Media Coverage: Dominated brand share of voice across major tech publications (VNE, Dan Tri, TechZ).
- ✓ Crisis Management: Successfully protected brand reputation against media incidents and competitive challenges.
- ✓ Brand Resonance: Created significant market impact through celebrity ambassador campaigns.

PR Strategy

Media Booking

Crisis Management

Event Coordination

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## Contact

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