NGUYEN KIEN DUY - DIGITAL MARKETING SPECIALIST

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist with over 5 years of experience managing PPC and digital marketing campaigns in e-commerce, healthcare, and F&B sectors. Proven expertise in optimizing ad spend, maximizing ROI, and driving conversions for US brands (Hammitt, Chan Luu, Melinda Maria) and Vietnamese companies (Hoan My Hospitals, Be Group). Skilled in data analytics, campaign strategy, and team management, achieving consistent 15-20% YoY growth. Proficient in Google Analytics, SQL, Power BI, Looker, Shopify, Magento, and WordPress.

EDUCATION

University of Finance and Marketing, Ho Chi Minh City, Vietnam   **Aug 2015 - Jan 2020**
University of Engineering Excellence
- Bachelor of Marketing

WORK EXPERIENCE

Digital Marketing Specialist   **October 2019 - Present**
CB/I Digital Inc, Ho Chi Minh City, Vietnam
- Developed and executed digital marketing campaigns for brands like Hammitt and Melinda Maria, generating over $10M in annual revenue.
- Implemented tracking codes for websites and mobile apps using Shopify, Magento, and WordPress, ensuring seamless optimization.
- Utilized Google Analytics, Data Studio, and Power BI to analyze data, optimize ad spend, and increase conversion rates, achieving 15-20% YoY revenue growth.
- Managed PPC campaigns (SEM, display, paid social) in US and Vietnamese markets, reducing cost-per-lead and improving ROAS.
- Designed customized data dashboards using SQL, Looker, and Power BI for clients with diverse data needs.
- Strategized and implemented A/B testing frameworks across PPC and social media campaigns, boosting click-through rates by 25% and enhancing overall campaign performance for high-profile clients.
- Collaborated with cross-functional teams to integrate AI-driven tools for audience segmentation, resulting in a 30% improvement in targeting precision and higher engagement for e-commerce brands.

Digital Marketing Intern   **June 2019 - October 2019**
Droppii (BCA Solutions), Ho Chi Minh City, Vietnam
- Designed and optimised a robotic control system, realizing a 12% performance improvement.
- Coordinated testing and validation, ensuring compliance with industry standards.
- Provided technical expertise, contributing to a 15% reduction in system failures.

Store Shift Supervisor   **April 2016 - May 2019**
Starbucks Vietnam, Ho Chi Minh City, Vietnam
- Oversaw daily store operations, ensuring high-quality customer service.
- Trained and led team members to meet performance standards.
- Managed inventory, financial reporting, and resolved customer issues effectively.

KEY PROJECTS

Digital Marketing Performance Lead Generation   **October 2020 - Present**

Hoan My Group, Ho Chi Minh City, Vietnam

- Scaled campaigns across 14 hospitals, increasing monthly leads by 5x while maintaining CPL below 8%.
- Optimized SEM, display, and Facebook Ads to boost engagement for healthcare packages.
- Built daily, weekly, and monthly dashboards on Looker Studio, providing actionable insights.

Performance Campaign Optimizer   **August 2023 - Present**

Be Group - Ride Hailing App, Ho Chi Minh City, Vietnam

- Reduced cost-per-first-trip from $11.45 to $1.03 within 3 months through data-driven strategies.
- Collaborated with teams to improve customer retention and campaign performance.
- Rigorous A/B testing was employed to experiment with different variations of landing pages, onboarding flows, and promotional messages.
- Leveraging user data in order to develop personalized recommendations to enhance engagement and increase conversions.

PPC Specialist   **January 2022 - July 2023**

Hammitt (US Handbag Brand) - Los Angeles

- Managed multi-channel campaigns (Facebook, Google, Criteo, Bing), increasing traffic by 150% and revenue by 54% YoY with 4x ROAS.
- Put a strong focus on paid prospecting to acquire NEW users across all channels - Facebook prospecting, Google Smart Shopping, YouTube and Criteo - while maintaining a healthy blended ROAS to ensure the growth would be sustainable.

PPC Specialist   **January 2020 - December 2020**

Chan Luu (Luxury Accessories Brand) - California

- Led paid media campaigns, achieving 20% revenue growth and 10% increase in new customer acquisition.
- Applied unique feed optimization tactics to Google's algorithms to acquire new customers at a low CPC and sell Chan Luu's products to existing customers.

Data Engineer   **August 2024 - Present**

Talennet, Vietnam

- Designed data frameworks and dashboards using PostgreSQL, Excel, and Looker.
- Resolved data issues to ensure accuracy and performance post-project.

ADDITIONAL INFORMATION

- **Soft Skills:** Critical Thinking, Leadership, Management Skills, Adaptability, Problem-Solving
- **Technical Skills:** Conversion Rate Optimization, Campaign Performance Management, Search Engine Marketing (SEM), Search Engine Optimization (SEO), Data Analysis, Data Visualization, Marketing Automation Tools, A/B Testing and Experimentation, Programmatic Advertising, CRM, Mobile App Marketing, Basic Coding.
- **Tool:** Google Tag Manager, Google Analytics, Looker Studio, Power BI, Insider, Klaviyo, Pancake, Shopify, Magento, Appflyer, Applovin, Wordpress,...
- **Languages:** English
- **Certifications:** Google Ad Certification, Linkedin Ad Certification, Facebook Blueprint