



Profile

An organized and creative professional with proven marketing skills and a desire to learn more. Possess 5+ years of experience working for a diverse group of organizations and clients. Gained expertise in data analysis, publication marketing, and digital marketing. Looking to utilize my existing skillset to increase company profitability.



Education

BUH

2014 - 2018

Management Information Systems

Major: E-Commerce



Phone
0967-443-941



Email
anh.nguyenduc1996@gmail.com



Location
Tan Binh, Ho Chi Minh City



Website
ducanh.info



NGUYEN DUC ANH

Digital Marketing Specialist



Skills

COMMUNICATION

CREATIVITY

ATTENTION TO DETAIL

PROBLEM - SOLVING

TEAMWORK

LEADERSHIP

ADAPTABILITY

WRITING

DATA ANALYSIS

RESEARCH

SEO/SEM

EMAIL MARKETING

PROJECT MANAGEMENT

PERFORMANCE MARKETING

WEBSITE MANAGEMENT

SOCIAL MEDIA MARKETING



English

75%

Listening

50%

Speaking

75%

Reading

50%

Writing



Work Experience

PamperMe

03/2022 - 05/2023

Digital Marketing Specialist

- Planning to develop, implement and evaluate the effectiveness of digital channels according to the business orientation such as website, social media, SEO...

- Planning, managing, implementing, monitoring and optimizing the implementation of advertising campaigns on digital channels (including google ads/facebook ads/tiktok ads)

- Help business ROI grow from more than 500% in 2022 to more than 900% in 2023

Solid & Soft

03/2021 - 03/2022

Digital Marketing Specialist

- Advised the CEO on various strategic digital marketing opportunities, including growth, engagement, audience following, sales conversions, and competitor analysis across all online channels.

- Collaborated with global partners to deploy marketing campaigns synchronously.

- Implement Webinar campaigns to create a bridge for the salesman to find new customers as well as take care of old customers.

WINECELLAR

03/2020 - 03/2021

Digital Marketing Executive

- Collaborate with the design and multimedia team to build an E-Commerce website specializing in wine.

- Conceptualized and managed 10 Google Ads campaigns with an average ROI of 200%.

- Collaborated with Sales Director to define and determine focus on which product to upscale revenue.

PACISOFT

09/2017 - 03/2020

Digital Marketing Executive

- Designed, developed and maintained about 20 websites with monthly traffic of about 40k+. Implement SEO/SEM campaigns with the ultimate aim of bringing potential customers to the company.

- Design banners, plan events to connect with potential customers.



Certificates

LinkedIn

2021 - 2022

Digital Marketing Foundations

Microsoft

2019

Microsoft Office Specialist

Google

2018

Digital Garage