



GIANG NGUYEN

PROFESSIONAL SUMMARY

Doing marketing with kindness, recruiting with a belief in human potential, and training members with enthusiasm. I believe that by bringing value to the community first, revenue will follow.

LinkedIn: [linkedin.com/in/giang-nguyen-linh/](https://www.linkedin.com/in/giang-nguyen-linh/)

ACHIEVEMENTS

- **Challenge Award 2023 - MOR Marketing team**
- **Best paper award** in International Conference on Emerging Challenges (ICECH) 2019: Management in Digital Evolution
Reference: icech@hust.edu.vn
- **Best delegation** at IS-VNU Future Leader 2018
Reference: studentsinfor@isvnu.vn
- **Third prize** at iStart-up Innovation 2020
Reference: istartup@isvnu.vn
- **Second prize** at To Blue The Blue 2020
Reference: ASEAN Foundation

SKILLS

Language: English - B2 of ULIS (7.0)
Proficient in MS Office, Adobe Illustrator, Adobe Photoshop, Adobe Premiere
Soft skills: ownership, leadership, critical thinking, solution-oriented

CONTACT INFORMATION

Phone/Whatsapp/Zalo: +84 39 335 8788
Email: linhgiangtc@gmail.com
Address: Cau Giay - Hanoi

REFERENCE

Mr. Vu Van Tu | tu.vuvan@morsoftware.com
CEO MOR Software

Mr. Nguyen Thanh Tung | Tungnt@hamsa.co
CEO Hamsa Technologies

WORK EXPERIENCE

Marketing Leader

MOR SOFTWARE 01/2023 - PRESENT

- **Collaborating with C-Suite:** Develop comprehensive marketing strategies and plans from the ground up, ensuring alignment with the company's overall vision and goals.
- **Building a Marketing Team from Scratch:** Assemble and cultivate a marketing team.
- **Setting and Monitoring Team Goals:** Establish clear team goals, monitor progress, and report outcomes, ensuring accountability and continuous improvement.
- **Supervising and Mentoring Team:** Oversee and mentor the marketing team across various functions, including SEO, content creation, advertising, design, and event management, ensuring high performance and professional growth.
- **Generating Leads:** Discover and evaluate new marketing opportunities and channels to generate leads.
- **Building Brand Awareness:** Build and maintain brand awareness, educating the target audience about the industry and the company's offerings.
- **Planning and Executing Events:** Organize and manage events that promote the company's services and enhance brand presence.

Remarkable achievement:

- Winner of the **Challenge Award of the Year**
- Lead Generation: Generated new leads with a **15% conversion rate**.
- **Website Redesign:** Successfully redesigned morsoftware.com, including 24 main pages. <http://morsoftware.com/>
- **Website Traffic:** Increased overall website traffic by 269% compared to the previous year.
- **Organic Keyword Rankings:** Secured top rankings for commercial keyword intent, with 50+ keywords in the top 1-3 positions and 150+ keywords in the top 4-10 positions.

Full-Stack Marketing Specialist

MOR SOFTWARE 01/2022 - 12/2022

- Create and Implement Effective B2B Communication Campaigns: Enhance trust and brand awareness through targeted campaigns.
- Develop Strategies and Manage Social Media Channels: Oversee the company's presence and engagement across various social media platforms.
- Produce Various Types of Content for Marketing Activities: Develop content for blogs, video scripts, websites, landing pages, brochures, flyers, and other media.
- Research Keywords and Implement SEO: Optimize the website's search engine presence with effective SEO strategies.
- Track and Report KPIs for Marketing Activities: Monitor and report on performance to ensure alignment with company goals.
- Support Internal Events: Assist with organizing company trips, Year-End Parties, and company anniversary celebrations.

Remarkable achievement:

People reached increased by 368%, net followers increased by 107%, and Engagement increased by 606% (compared with the previous period) after I managed the Facebook page 6 months



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EDUCATION

Vietnam National University – International School (VNU-IS)

BACHELOR OF INTERNATIONAL BUSINESS
2016-2020

- GPA 3.28 (out of 4)
- VNU - IS Academic Scholarship, 2018 - 2019
- VNU - IS Academic Scholarship, 2017 - 2018
- Deputy Secretary of class during 4 years

Phan Boi Chau Gifted High School
(Nghe An province)

2013-2016

CERTIFICATES

Content Marketing Cou Event MC Course
MC training center Sukha | Sep 2023

Growth Hacking with Digital Marketing
Udemy | Issued Aug 2023

Digital Marketing Foundations
LinkedIn | Issued Dec 2021

Google Analytics 4 (GA4) Essential Training
LinkedIn | Issued Dec 2021

Email and Newsletter Marketing Foundations
LinkedIn | Issued Dec 2021

Content Marketing Foundations
LinkedIn | Issued Dec 2021

Measure and Optimize Social Media Marketing
Campaign - Coursera | Issued Nov 2021

SEO Course for Beginner by Ahref - Aug 2021

Content Marketing Course
HubSpot Academy | May 2021

Marketing Executive

HAMSA TECHNOLOGIES 10/2020 -01/2022

- Execute a multi-channel strategy including SEO, Facebook Ads, email campaigns to drive key business metrics (MQLs, SQLs, Opportunities, and Customers).
- Build and optimize the lead generation funnel (cross channels for B2B).
- Strategically monitor and report on the performance of digital channels.
- Collaborate with content freelancers to produce SEO content.

PR & Communication Intern

COC COC LIMITED COMPANY, 03 - 04/2020

- Plan social media strategies that contribute to enhancing branding awareness of Coc Coc products and services.
- Design and write content to execute the social media strategies.
- Collaborate with internal marketing teams to implement internal communication activities.

Content Team Leader

AIESEC IN VIETNAM, 8/2019 - 7/2020

- Conducting researches to establish buyer persona and catch trends.
- Create and execute strategic plans on multiple channels: Facebook, Instagram, Email marketing, offline events.
- Manage executive members to implement plans.
- Plan and organize offline marketing events (scale 20-2000 attendees).

EXTRACURRICULAR ACTIVITIES

Leader of a team including 145 new students in Orientation week
Reference: hiennt@isvnu.vn

Contributor of Independent report on the implementation of Beijing Declaration and Platform for action +25" in Vietnam
Reference: info@cepew.org.vn/ thanh.ha.244@gmail.com

Personal project: Design booklet "Maternity Regime of Law on Social Insurance" that belongs to Strengthening Implementation of CEDAW in Vietnam Project
Reference: info@cgfed.org.vn / thanhnt1988@gmail.com

Organiser of Public Narrative course & Vietnam Integrity Forum
Reference: thanhnguyen@towardstransparency.vn

Scholarship from School of Universal Values, 2018
Reference: cepewdk@gmail.com

Scholarship from Vietnam Integrity School, 2019
Reference: tuyensinhVIS@towardstransparency.vn

Delegate at National Youth Forum Tectonic 2018
Reference: info@clds.vn

Mentor at Mentori.vn

Profile: <https://mentori.vn/user/523797969>

Portfolio.

Giang Nguyen

2019-2024

[linkedin.com/in/giang-nguyen-linh/](https://www.linkedin.com/in/giang-nguyen-linh/)



Giang Nguyen

MARKETING TEAM LEAD

ABOUT ME

I'm marketing leader, who is doing marketing with kindness, recruiting with a belief in human potential, and training members with enthusiasm. I believe that by bringing value to the community first, revenue will follow.

WORK EXPERIENCE

Marketing Leader

MOR SOFTWARE

01/2023 - PRESENT

Full-Stack Marketing Specialist

MOR SOFTWARE

01/2022 - 12/2022

Marketing Executive

HAMSA TECHNOLOGIES

10/2020 - 01/2022

PR & Communication Intern

COC COC LIMITED COMPANY

02 - 04/2020

Content Team Leader

AIESEC IN VIETNAM

8/2019 - 7/2020

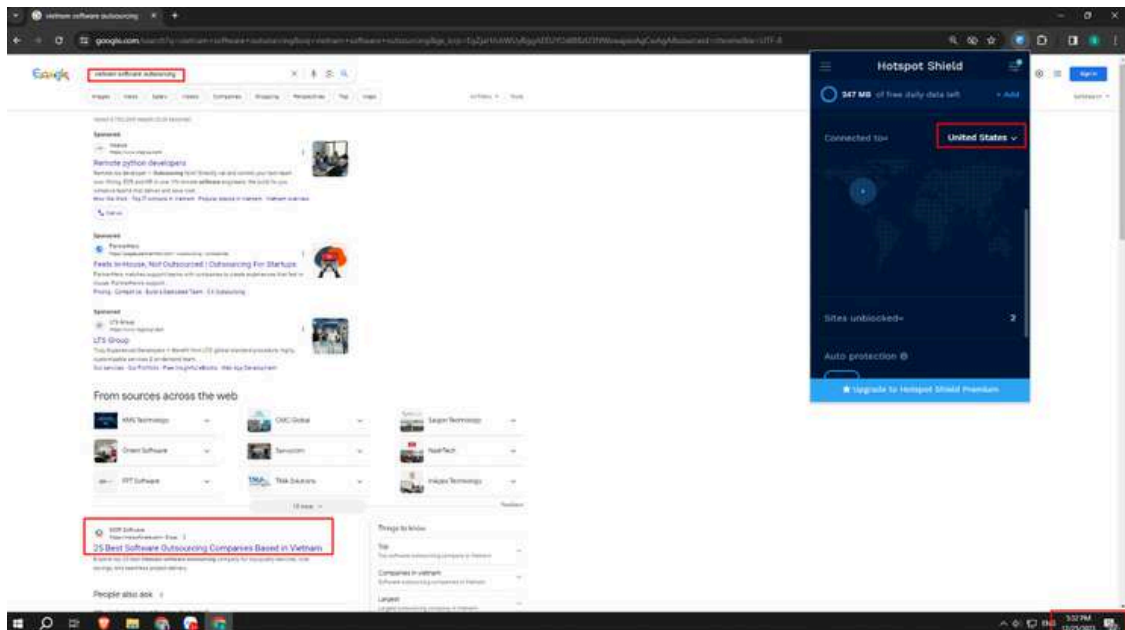
CONTACT

Email: linhgiangtc@gmail.com

Phone number: 0393358788

SEO

- Conduct market research and competitor analysis, then propose SEO strategies.
- Audit sites, research keywords, implement SEO tactics, and track and report rankings.
- Orientate and disseminate content to improve rankings.



BRANDING

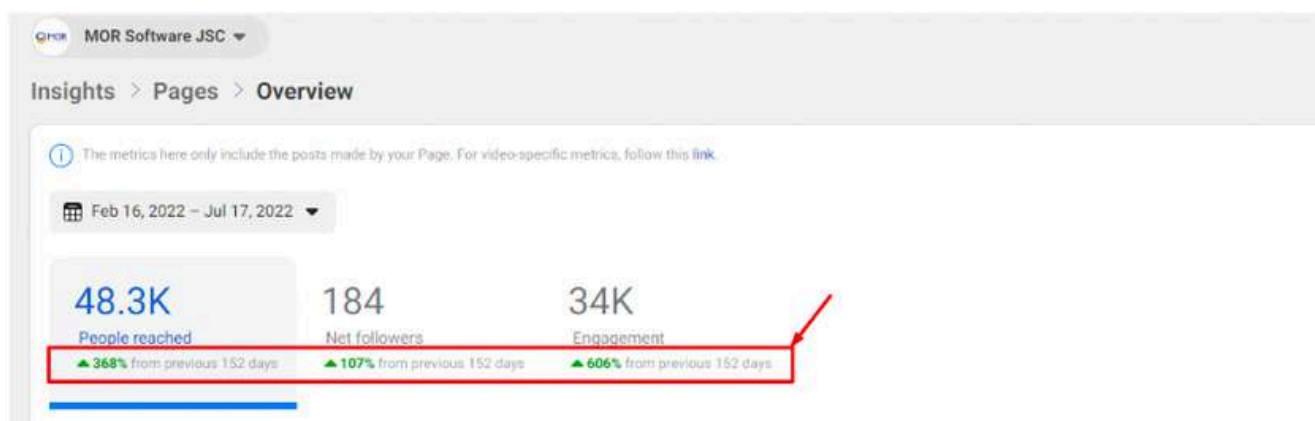
- Update profile, organize service offering
- Brief printed materials such as standee, flyer
- Redesign website



CREATIVE CONTENT

- Researched new distribution channels to help amplify original content that educates and entertains the target audience and supports marketing goals.
- Orientate content of marketing channels to spread branding or generate leads.
- Created and contributed to content such as emails, social media posts, blogs, e-book content, video, paid ads, printed materials, and other various marketing materials.

Social media



14/4 VALENTINE ĐEN - LỄ ĐỘC THẦN



Hiệu quả của bài viết		
43.155 Người được tiếp cận		
668 Cảm xúc, Bình luận & Lượt chia sẻ		
263 Thích	120 Chia sẻ bài viết	140 Chia sẻ lượt chia sẻ
132 Yêu thích	66 Chia sẻ bài viết	66 Chia sẻ lượt chia sẻ
16 Haha	0 Chia sẻ bài viết	16 Chia sẻ lượt chia sẻ
16 Wow	10 Chia sẻ bài viết	5 Chia sẻ lượt chia sẻ
3 Buồn	0 Chia sẻ bài viết	3 Chia sẻ lượt chia sẻ
160 Bình luận	96 Trả lời bài viết	57 Trả lời lượt chia sẻ
87 Lượt chia sẻ	87 Trả lời bài viết	0 Trả lời lượt chia sẻ
2.369 Số lần nhấp vào bài viết		
0	212	2.157

Blog - SEO writing



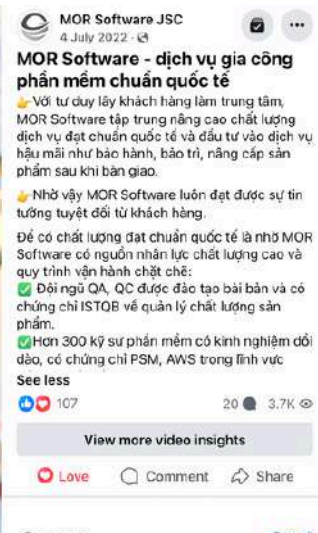
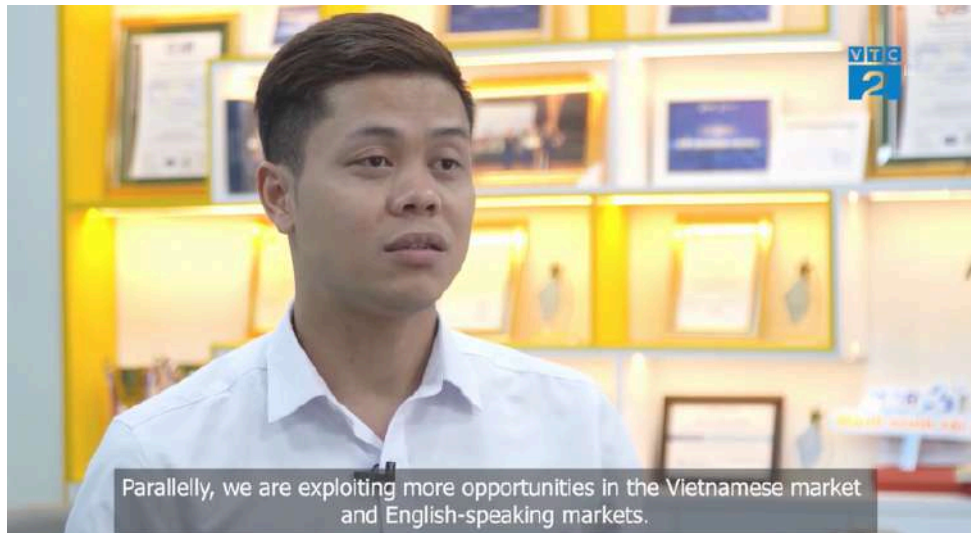
JULY 6, 2021

9 techniques create a great Shopify newsletter signup form

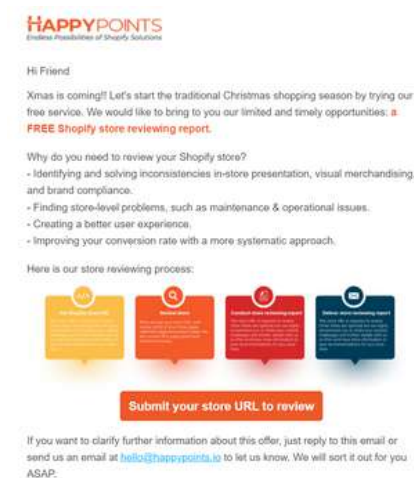
An email list is one of the valuable assets of a company. You have complete control over what you share and when you share it via email. Moreover, you can approach your audiences in an active and personal way. Research on New York Times readers found that people who got newsletters were twice as likely...

CREATIVE CONTENT

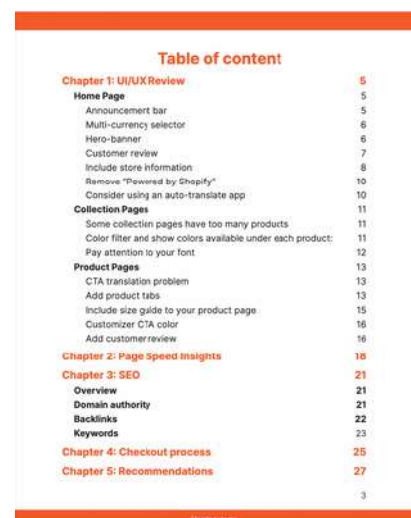
Reportage Script



Email marketing



Lead magnet



[See more](#)

SOCIAL ADS

Social Ads

- Plan, set-up and optimize various types of paid social campaigns.
- Track, report and visualize ads performance.
- Design integrated marketing and sales funnel to generate leads then nurture by email marketing.
- Experience with Facebook, Instagram, and LinkedIn ad platforms.
- Ads budget: 30 million VND/month
- Cost per lead: ~130-200,000 VND



HAPPYPOINTS

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Learn and easy to follow guide to do the most trending customizations on Shopify, no design and coding experience required

shopify

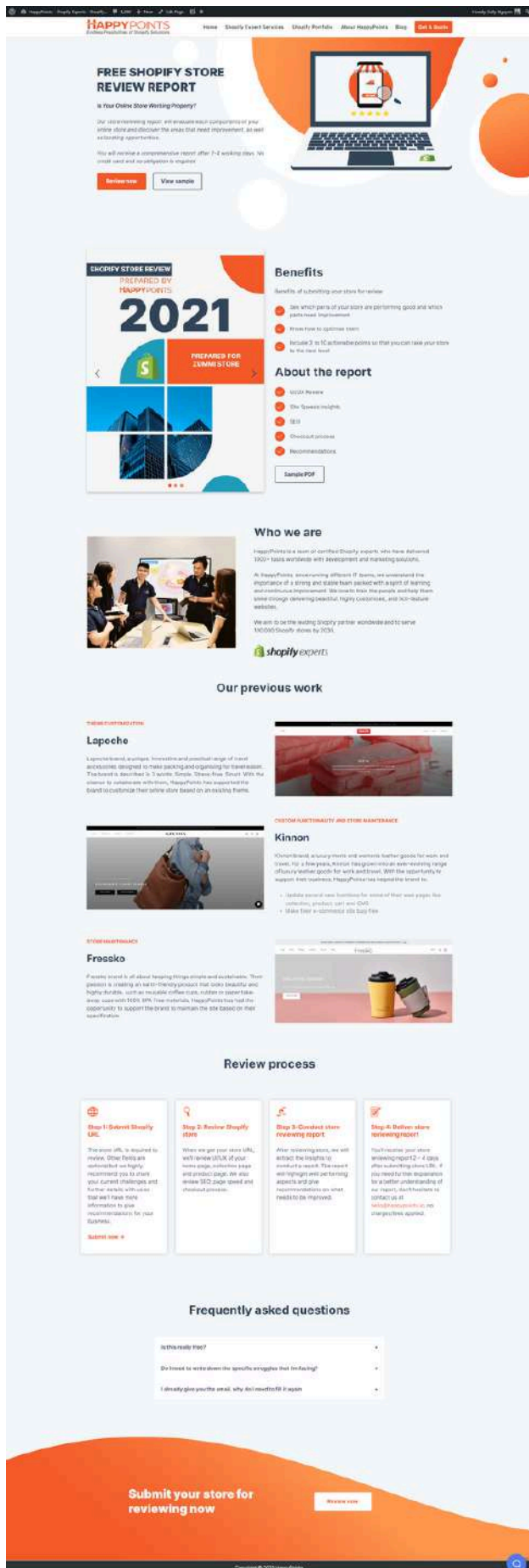
Worth up to \$500! Hurry up!

happy points

DOWNLOAD NOW

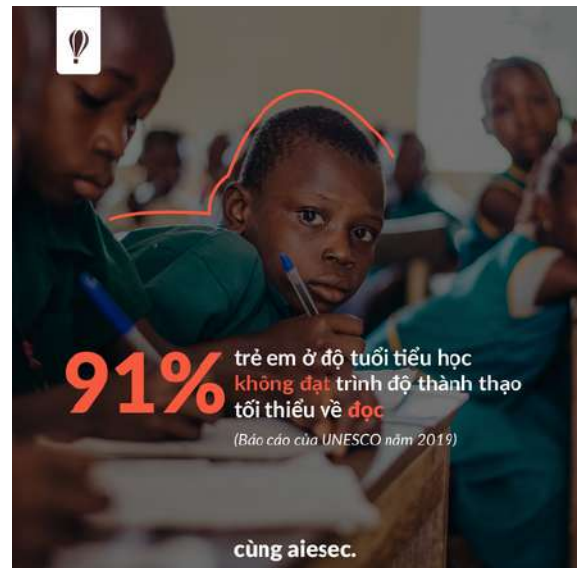
CREATIVE DESIGN

Landing page



[See more](#)

Social post



EVENT MANAGER

- Lead event planning and booth exhibition activities: Work with vendors, event coordinators, and design teams to produce marketing materials and booth designs.
- Lead events and collaborate with other IT companies: Organize events introducing IT services to expand markets.
- Collaborate with other companies: MOU, Organize community events such as industry sharing sessions and networking events for managers and C-level executives.
- Lead and coordinate press conference.

Press conference



Event to expand market



Collaboration/Community events

