



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/

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@cfgfed.org.vn / thanhntp1988@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@csds.vn

Mentor at Mentor.vn

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

Portfolio.

Giang Nguyen

2019-2024



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

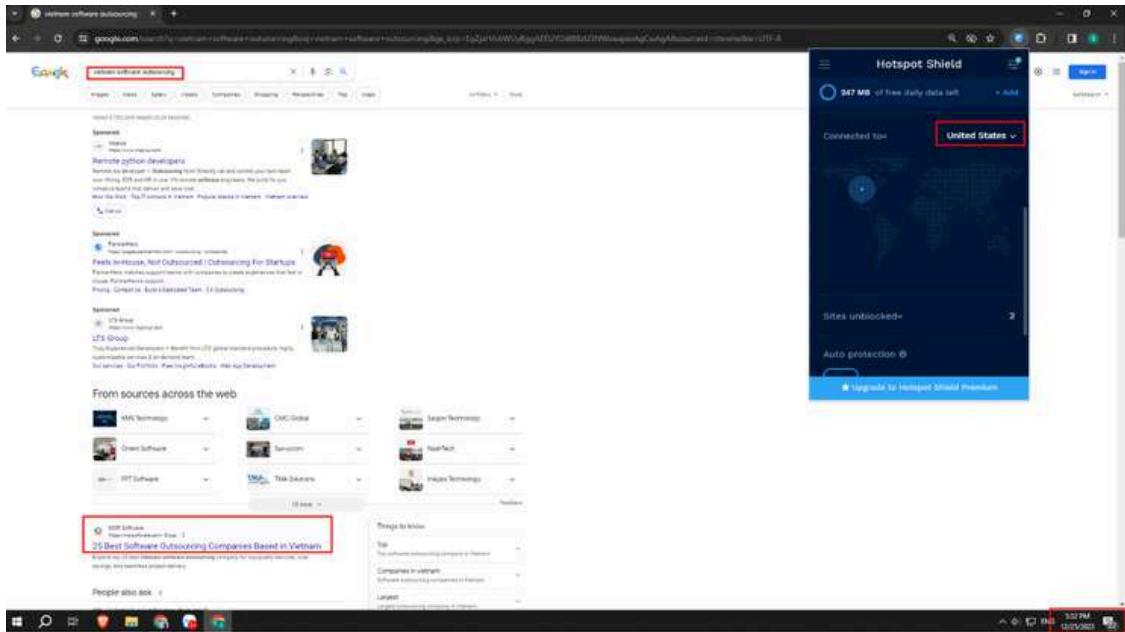
- Marketing Leader**
MOR SOFTWARE
01/2023 - PRESENT
- Full-Stack Marketing Specialist**
MOR SOFTWARE
01/2022 - 12/2022
- Marketing Executive**
HAMSA TECHNOLOGIES
10/2020 -01/2022
- PR & Communication Intern**
COC COC LIMITED COMPANY
02 - 04/2020
- Content Team Leader**
AIESEC IN VIETNAM
8/2019 - 7/2020

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

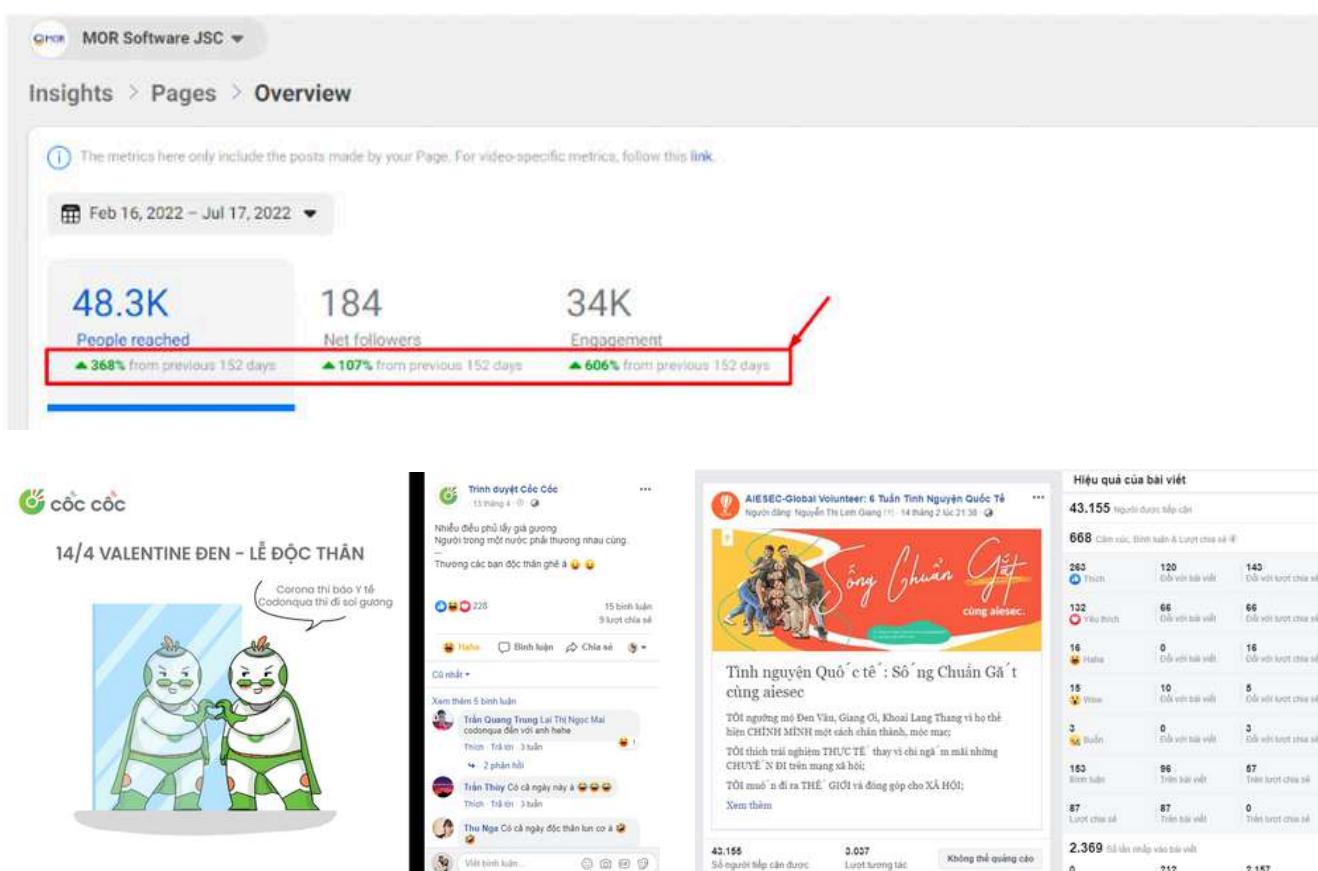
- Update profile, organize service offering
- Brief printed materials such as standee, flyer
- Redesign website



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



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



MOR Software JSC
4 July 2022

MOR Software - dịch vụ gia công phần mềm chuẩn quốc tế

Wới tư duy lấy khách hàng làm trung tâm, MOR Software tập trung nâng cao chất lượng dịch vụ đạt chuẩn quốc tế và đầu tư vào dịch vụ hậu mãi như bảo hành, bảo trì, nâng cấp sản phẩm sau khi bàn giao.

Nhờ vậy MOR Software luôn đạt được sự tin tưởng tuyệt đối từ khách hàng.

Để có chất lượng đạt chuẩn quốc tế là nhờ MOR Software có nguồn nhân lực chất lượng cao và quy trình vận hành chất lượng:

- Đội ngũ QA, QC được đào tạo bài bản và có chứng chỉ ISTQB về quản lý chất lượng sản phẩm.
- Hơn 300 kỹ sư phần mềm có kinh nghiệm đổi mới, có chứng chỉ PSM, AWS trong lĩnh vực

See less

107 3.7K

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Comments See all

Email marketing



Hi Friend

Xmas is coming!! Let's start the traditional Christmas shopping season by trying our free service. We would like to bring to you our limited and timely opportunities: [FREE Shopify store reviewing report](#).

Why do you need to review your Shopify store?

- Identifying and solving inconsistencies in-store presentation, visual merchandising, and brand compliance.
- Finding store-level problems, such as maintenance & operational issues.
- Creating a better user experience.
- Improving your conversion rate with a more systematic approach.

Here is our store reviewing process:



[Submit your store URL to review](#)

If you want to clarify further information about this offer, just reply to this email or send us an email at hello@happypoints.io to let us know. We will sort it out for you ASAP.



Global Volunteer <giang.nguyenlinh@aeisec.net>
to huuynhle0000

Fri, May 1, 2020, 8:16 PM

CÂM ƠN BẠN, NHỮNG NHÀ LÃNH ĐẠO TRẺ!



CHÀO BẠN, NHÀ LÃNH ĐẠO TRẺ!

Vậy là chuyến hành trình "7 ngày thách thức - lãnh đạo còn là" cùng aeisec đã kết thúc. Tuy rằng bạn chưa hoàn thành tất cả thử thách, chúng mình hy vọng rằng bạn đã có một quãng thời gian vui vẻ trong những ngày trốn dịch cùng với các thách thức.

Lead magnet



[See more](#)

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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



CREATIVE DESIGN

Landing page

HAPPYPOINTS Online Platform of Shopify Experts

FREE SHOPIFY STORE REVIEW REPORT

Our interesting report will measure each component of your online store and areas that need improvement, all with exciting opportunities.

You will receive a comprehensive report after 1-2 working days. We trust your store and its optimization is important.

[Review now](#) [View sample](#)

SHOPIFY STORE REVIEW PREPARED BY **HAPPYPOINTS** **2021** PREPARED FOR **SHOPIFY STORE**

Benefits

- Identify which parts of your store are performing good and which parts need improvement.
- Know how to optimize store.
- Include 3 to 10 actionable points so that you can take your store to the next level.

About the report

- Report Preview
- One Page Insights
- SEO
- Checkout process
- Recommendations

[Sample PDF](#)

Who we are

HappyPoints is a team of certified Shopify experts who have delivered 1000+ stores worldwide with development and marketing solutions.

At HappyPoints, ensuring efficiency of business, we understand the importance of growth and success. We offer a wide range of reporting and educational improvements. We invite you to join the pulse and study them since through delivering beautiful, highly customized, and high-traffic websites.

We aim to be the leading Shopify partner worldwide and to serve 1000+ Shopify stores by 2024.





Our previous work

THEIR PARTNERING:

Lapeche

Lapeche travel, a unique, innovative and emotional range of travel accessories designed to make packing and organizing for travel easier. The brand was founded in 2012 in France. Since then, Lapeche has been able to offer its customers a wide range of products to help them travel and customize their online store based on an existing theme.



KINNIN

Kinnin travel accessories and innovative leather goods for work and travel. For a few years, Kinnin has presented an ever-expanding range of luxury leather goods for work and travel. With the support of HappyPoints, their business HappyPoints has reached the latest.

• Update several new features in the area of their web pages like: + Add new products, new categories, new colors, etc.

• Make their e-commerce site fully responsive.



STORY HAUTEMARCHE

HappyPoints is all about helping things simple and sustainable. Their products are created with sustainable products that look beautiful and highly durable, such as reusable coffee cups, mugs or paper bags. Since 2016, HappyPoints has sold over 800,000 reusable bags and coffee cups. HappyPoints has had the opportunity to support the brand to maintain the best design and user satisfaction.



Review process

Step 1: Submit Shopify URL

The process URL is required to review. Other fields as name, email, phone number, you can leave empty. We recommend you to share your current challenges and opportunities to make sure that we'll have more information to give you the best advice for your business.

[Submit now](#)

Step 2: Review Shopify store

After you've got your store URL, we'll review it to check the overall structure and product page. We'll also review SEO, page speed and checkout process.

Step 3: Conduct store review meeting report

After reviewing store, we'll extract the insights to help you to increase sales and review SEO, page speed and checkout process. We'll also review what needs to be improved.

Step 4: Deliver store improvement report

You'll receive your store review meeting report 2-4 days after the review. If you need to have an explanation for a better understanding of the report, you can always contact us at info@happypoints.co or [schedule a demo](#).

Frequently asked questions

Q1: What is HappyPoints?

HappyPoints is a platform that provides Shopify store review and optimization services. We help businesses to identify areas of improvement and provide actionable recommendations to help them grow their online presence.

Q2: Do you offer free reviews?

Yes, we offer free reviews for the first 1000 stores. After that, we charge a fee based on the complexity of the store.

Q3: How long does it take to receive a review?

It typically takes 1-2 working days to receive a review.

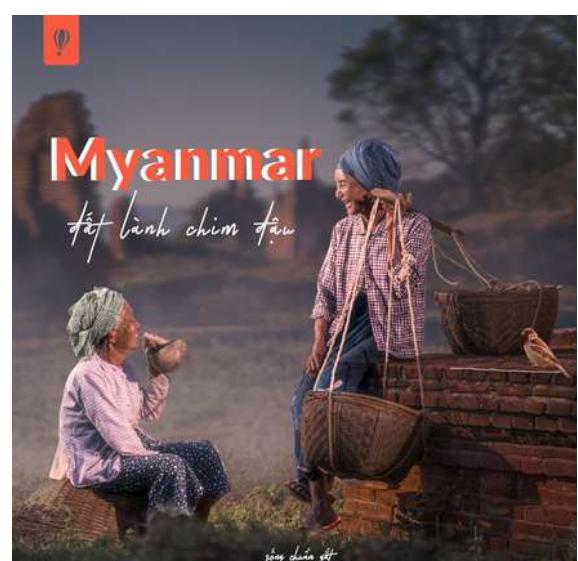
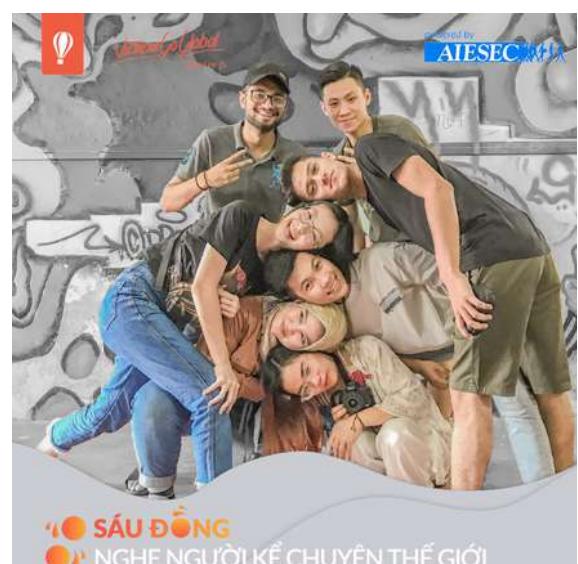
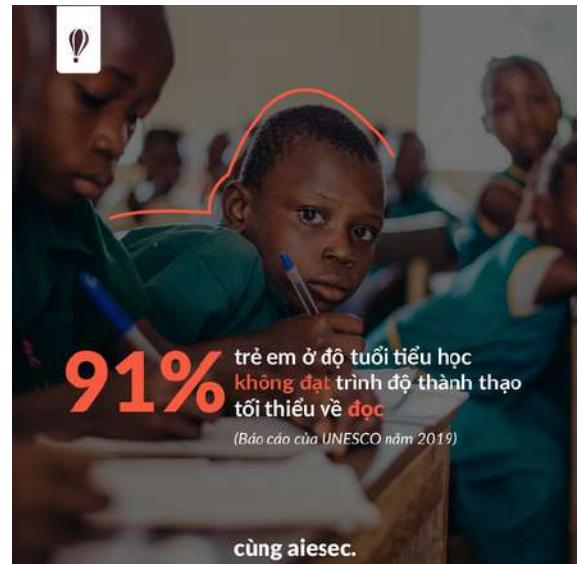
Q4: Can I request a specific review?

Yes, you can request a specific review by providing us with a list of specific areas you want us to review.

Submit your store for reviewing now

[Review now](#)

Social post



[See more](#)

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

