



SUMMARY

Marketing graduate from FPT University with experience in B2B SaaS marketing, performance marketing, SEO, and web development. Experienced in market research, product positioning, paid advertising, and campaign optimization. Interested in SaaS, E-commerce, and Digital Marketing roles.

EXPERIENCE

Hương Việt Group - Marketing Intern

May 2024 – Dec 2024

B2B SaaS Marketing & Go-to-Market

- Created SEO blog content to improve organic visibility and support product marketing.
- Conducted market research, competitor analysis, and customer segmentation to support product positioning and market expansion.
- Developed product implementation plans for B2B partners, including timelines, requirements, and coordination between teams.
- Acted as a communication bridge between external partners and internal teams, translating business requirements into actionable tasks.
- Planned and executed cold email marketing campaigns to reach potential B2B clients and generate business opportunities.
- Coordinated webinars and partner events, managing schedules, timelines, and communication to ensure smooth execution.

PROJECTS

Quỷ Chiến – Performance Marketing & E-commerce

Oct 2025 - Jul 2026

Quỷ Chiến is a strategy board game project where I worked on creative development, paid ads optimization, and gameplay-driven marketing angles.

- Managed Meta Ads campaigns to drive product awareness, customer acquisition, and sales.
- Developed ad creatives, copy, and messaging based on product positioning and customer interests.
- Monitored CTR, CPC, CPM, acquisition costs, and conversion rates to evaluate campaign performance.
- Tested advertising creatives and optimized campaigns based on performance data.
- Improved product presentation and messaging to increase purchase intent.

Results:

- Achieved 7.9x return on ad spend (ROAS). Maintained an average cost per purchase of 43,000 VND (~ 1.66 USD). Achieved approximately 4% click-to-purchase conversion rate.**

EDUCATION

FPT University

Jan 2023 - Dec 2025

Bachelor's Degree in Marketing

- Graduation project: 9.9/10, ranked 2nd in the evaluation.
- Relevant coursework: Digital Marketing, Marketing Analytics, Market Research.

CORE SKILLS

SaaS & Product Marketing: B2B Marketing, Product Positioning, Go-to-Market, Market Research, Competitor Analysis.

Performance & E-commerce: Meta Ads, Campaign Optimization, Creative Testing, Customer Acquisition, Conversion Analysis.

SEO & Technical: On-page SEO, Technical SEO, Web Analytics, HTML, CSS, JavaScript, SvelteKit.

Content & Tools: Content Marketing, Copywriting, Google Sheets, Excel, AI-assisted Workflows

Languages: Vietnamese (Native), English (Professional Working Proficiency).