



LƯƠNG TUẤN ANH

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SUMMARY

Digital Marketing graduate with experience across performance marketing, product building, analytics tracking, and game/community growth. Comfortable working with campaign metrics, user behavior, creative testing, and conversion funnels. Strongly interested in mobile game User Acquisition, creative testing, paid ads optimization, game user behavior, and performance-driven growth.

PROJECTS

Catmine SMP - Founder / Game Server Growth & Live Ops Jan 2026 - Present

- Operated a Minecraft-based game community, managing player growth, live events, monetization, and retention-focused updates.
- Designed in-game economy and monetization flows, including ranks, crates, virtual currencies, special items, and limited-time offers.
- Planned seasonal launches, promotional content, community campaigns, and player-facing announcements to drive engagement.
- Analyzed player behavior, feedback, and transaction data to improve pricing, rewards, content updates, and campaign messaging.

Results: 20.000+ registered players, 250 peak CCU players, 1.500+ members in discord community

Quỷ Chiến - Board Game Marketing & Creative Performance Oct 2025 - Present

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

- Developed ad creatives and messaging angles based on the game's core appeal, including strategy, competition, character fantasy, and player curiosity.
- Managed paid ads optimization (Meta Ads) by tracking CTR, CPC, CPM, engagement quality, message quality, and conversion intent.
- Iterated creative direction and campaign messaging based on audience response, user feedback, and performance data.
- Contributed to gameplay and product presentation to make the game easier to understand, more attractive, and more marketable.

Results: Achieved 7.9x ROI on ad spend, with an average acquisition cost of 43.000 VND per order and around 4% click-to-purchase conversion.

EXPERIENCE

Hương Việt Group - Marketing Intern May 2024 - Dec 2024

B2B Partnership & Go-to-Market Support

- Worked directly with major B2B partners, supporting stakeholder communication, partnership coordination, and go-to-market execution.
- Prepared partner-facing materials, product documents, and business presentations to communicate product value and market expansion opportunities.
- Conducted market, competitor, and customer segment research to support product positioning and go-global planning.
- Coordinated between internal teams and external partners to ensure smooth execution of partnership and marketing activities.

EDUCATION

FPT University

Jan 2023 - Dec 2025

Bachelor's Degree in Marketing

- Academic highlight: Graduation project scored 9.9/10 and ranked 2nd in the graduation project evaluation.
- Relevant coursework: Digital Marketing, Marketing Analytics, Market Research, Consumer Behavior, Integrated Marketing Communications.

CORE SKILLS

User acquisition, performance marketing, campaign planning, paid ads optimization, creative testing, funnel analysis, and performance metric optimization.

Game growth, player behavior analysis, retention strategy, live operations, game economy, monetization design, offer positioning, and community growth.

Market research, competitor analysis, customer insight, Google Sheets, Excel, performance reporting, and data-driven decision making.

Ad hooks, copywriting, product positioning, stakeholder communication, B2B partner coordination, project ownership, and cross-functional execution.

AI-assisted workflow, fast learning, new tool adoption, and English working proficiency.