

DANG MANH HUNG

DIGITAL MARKETING EXECUTIVE

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PROFESSIONAL SUMMARY

Data-driven marketing professional with 2+ years of experience across performance marketing, customer analytics, and business growth. Experienced in managing paid media, building automated dashboards, analyzing acquisition and retention funnels, and translating marketing, sales, and CRM data into actionable growth decisions. Skilled in connecting online marketing activities with offline sales outcomes through O2O tracking and customer journey analysis. Adept at collaborating with cross-functional teams to identify performance gaps, optimize resource allocation, and drive sustainable customer and revenue growth.

CORE COMPETENCIES

- **Marketing:** Performance Marketing, Paid Media Optimization, Campaign Planning, SEO & Local Marketing, O2O Marketing, CRM Activation
- **Data & Analytics:** Marketing Analytics, Funnel Analysis, Retention & Repeat-Purchase Analysis, Performance Dashboarding, Data Visualization, Automated Reporting
- **Business Growth:** Revenue Analysis, Budget Allocation, Store Performance, Product Mix Analysis, Growth Opportunity Identification
- **Tools:** Meta Ads, Google Ads, TikTok Ads, Shopee Ads, GA4, Google Search Console, Looker Studio, Excel, Power Query, Google Sheets, Apps Script, Lark Base
- **AI-assisted Analysis & Workflow Automation:** Antigravity, Claude, Codex, Manus

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING EXECUTIVE | O-Tech (Roborock Vietnam)

Dec 2025 – Present

- Manage digital marketing performance for 11 Roborock Flagship and Authorized Stores, overseeing approximately VND 400M in monthly advertising spend.
- Optimized campaign and budget allocation using ROAS, CIR, CPA, conversion rate, and store revenue, reducing CIR from 10% to 5% while increasing the qualified lead rate by 27%.
- Built real-time dashboards and automated reporting workflows integrating advertising, traffic, sales, customer, and product data, reducing reporting time by 95%.
- Analyzed more than VND 1.4B in cumulative ad spend, 22M impressions, 4.1M reach, and 48K customer conversations to identify high-intent segments and conversion gaps.
- Developed O2O lead-tracking and store-assignment workflows, with online-sourced customers accounting for 51% of total purchasers across the retail network.
- Analyzed customer behavior and improved repeat-purchase journeys through CRM initiatives, helping achieve a 32% customer repurchase rate within 365 days.

DIGITAL MARKETING EXECUTIVE | Viettel Digital Services

Jun 2025 – Dec 2025

- Planned SEO content production and monitored the performance of approximately 700 articles using GA4 and Google Search Console; 83% of tracked keywords ranked in Google's Top 10, generating 1.5M impressions.
- Supported the development and optimization of landing pages and Viettel Money app journeys, contributing to campaigns that generated 530K clicks, 14K app installs, and 82K transactions.
- Conducted content quality checks and performance analysis to identify optimization opportunities and support data-driven marketing decisions.

PERFORMANCE MARKETING EXECUTIVE | Van Long Wood**Sep 2024 – Jun 2025**

- Planned and optimized performance marketing activities across Google, Meta, TikTok, Shopee, and website channels, contributing to a 41% increase in online orders.
- Analyzed customer behavior and conversion data to develop audience-based remarketing strategies, improving the campaign conversion rate from 3% to 42%.
- Used GA4, Google Search Console, and Looker Studio to monitor acquisition performance, identify funnel gaps, and support campaign and content optimization.

DIGITAL MARKETING EXECUTIVE | Ba Nam Thong Tin Restaurant**Jan 2024 – Jun 2024**

- Built the brand's digital presence from the ground up across WordPress, YouTube, Facebook, and Google Business Profile.
- Improved the visibility of 68 local-search keywords, generating approximately 80K views, 2K direction requests, and 240 positive customer reviews.
- Grew YouTube content to nearly 100K views and managed a VND 5M monthly Facebook Ads budget, reaching more than 300K users.

EDUCATION

FPT UNIVERSITY**Oct 2022 – Jun 2026**

Bachelor of Business Administration, Major in International Business

- GPA: 8.7/10, Outstanding Student 2025
- Activities: Communications Team – FPT Chess Club, MV Thiên Âm Project

ADDITIONAL INFORMATION

- **Languages:** Vietnamese (Native), English (Intermediate)
- **Certificates:** Higher Diploma in Digital Marketing, Social Media Marketing, International Marketing & Cross-Industry Growth, Project Management Principles and Practices Specialization, Information Systems Specialization.
- **Portfolio:** hungdangib.com