

HUYNH VAN THANH

Performance Marketing Specialist

LinkedIn

CONTACT

038 632 6459
thanhhuynh.digmar@gmail.com
Binh Thanh, HCMC

EDUCATION

Ho Chi Minh City Open University
Bachelor of Marketing
2021 - 2025
GPA: 3.53/4.00

SKILLS

Performance Marketing

- Meta Ads
- Google Ads (Search, Display)
- TikTok Ads, LinkedIn Ads, Zalo Ads

Media & Optimization

- Media Planning & Budget Allocation
- TOF–MOF–BOF Funnel Strategy
- A/B Testing & Creative Optimization, Online-to-Offline

Tracking & Analytics

- Google Analytics 4
- Google Tag Manager
- UTM Tracking
- Looker Studio

Tools

- Google Sheets
- Supermetrics
- Make/ Antigravity/ Claude

CERTIFICATES

- Google Ads Certification – Search (10/2024)
- Google Ads Certification – Display (11/2024)
- Google Ads Measurement Certification (03/2025)
- Google Analytics 4 Certification (03/2025)
- **Facebook & Google Marketing – IMTA**
- TikTok Ads (Hands-on) – Udemy
- **Digital Marketing In Action – Mr Hung Luu (10/2025)**

PROFESSIONAL PROFILE

Performance Marketing Specialist with hands-on experience scaling paid acquisition across F&B multi-brand restaurant chains, e-commerce, and lead generation. Managed **Meta Ads budgets up to 1,350M VND/month**, alongside **TikTok Ads** and **Google Ads**, consistently delivering measurable revenue growth, lower cost per purchase, and higher conversion rates. **Strong foundation in full-funnel strategy, online-to-offline attribution, creative optimization, and data-driven budget decisions.**

WORK EXPERIENCE

Aladdin JSC — 06/2026 - Present

Digital Marketing Specialist | F&B / Multi-brand Restaurant Chain

Long Wang, Tian Long, Bo To Quan Moc, Khen Nuong Sapa

- **Long Wang** (Jul–Sep vs Jan–Jun 2026, excl. Feb): marketing revenue **138% / 122% / 114%** of target (up from 64–85%); purchases **×2.2** and cost per purchase **-44%** on only **+22%** spend.
- **Tian Long** (from Aug): **124% / 115%** of target in Aug and Sep, cost per purchase **44–48% below target**; Sep spend scaled **+38%** vs Aug.
- **BTQM & Khen** (Jun–Jul): cost per purchase **-29%** / **-24%**; cut BTQM spend 27% with purchases held; Khen revenue **+34% MoM** to a 6-month high.
- Share of Messenger leads who booked a table: **20–28%** → **29–34%** at Long Wang and Tian Long.
- Gave each promotion its own target cost per purchase and split the monthly budget by promotion and outlet, with more for outlets whose sales lag; set up website tracking, Google Maps listings and fanpages.

Ru9 – The Sleep Company — 08/2025 – 03/2026

Digital Performance Marketing Executive | E-commerce/ Retail

- Managed **350M-500M VND/month** paid media budget across **Meta Ads** and **TikTok Ads**, consistently delivering **3.0x ROAS (Meta)** and **4.0x ROAS (TikTok)**
- Contributed **6,000M VND** tracked online revenue over 5 months (peak **1,600M** VND in Nov); drove **+48.65% MoM** during Black Friday via budget reallocation, creative refresh, and high-intent geo-targeting
- Increased Messenger-to-order conversion rate by **67%** (**2.07%** -> **3.45%**) via full-funnel restructuring: audience segmentation, creative sequencing, and MOF retargeting
- Built integrated dashboards **(Looker Studio + Adveronix)** combining online and offline sales data; led monthly forecasting, KPI planning, and media allocation

Freelance Performance Marketer — 03/2025 – 04/2026

Meta Ads Specialist | F&B / Lifestyle

- US dropshipping store on Shopify (**up to US$5k/month on Meta**): ROAS from breakeven to **~2.8x**; **260 purchases** at **~US$43** each; moved budget to the real buyers the data revealed.

GIGAN JSC — 03/2025 – 06/2025

Intern Digital Performance Marketing | Performance Agency

- MTA Vietnam (B2B trade show): **477 visitor leads at ~104k VND** each on Meta, Google, YouTube and LinkedIn (200M VND, 2 months).
- Olympia Schools: CPL **550k → 450k VND (-18%)**; the school renewed for the next admissions season.
- Set up end-to-end tracking and reporting with GTM, GA4, UTM and Supermetrics.

AI & AUTOMATION PROFICIENCY

- Built **Claude skills** to auto-clean Ads Manager data and generate **weekly 7-vs-7 reports** for multi-brand budget decisions. Built **Ads vs Organic attribution** (Pancake conversations ↔ ad ID) and **KOL/KOC scoring** by CPP benchmark to keep or cut creators
- Automated content ops with **Claude + Make** (~5-8 hrs/week saved); **used Manus AI + MCP** for automated Meta Ads dashboards