

Digital Marketing Manager

Full-Stack Marketer with **Creative** & **AI-First** mindset

8 years of hands-on experience across the full marketing spectrum. From performance ads to brand strategy, from content creation to AI automation. Currently leading marketing at GEARVN, Vietnam's top 3 gaming & PC retail brand.

⚡ Performance Marketing

🎨 Creative & Content

🤖 AI Automation



\$40K+
Monthly Budget

8+
Years

Experience

Work Experience

GEARVN

Tech Retail

Marketing Manager

2025 - Present

20+

Team Members

\$40K+

Monthly Ad Budget

5

Flagship Stores

Spearheading marketing strategy for Vietnam's top 3 PC & gaming retailer. Managing 20+ member team across SEO, Digital Ads, Social Media, and Media Production while building data infrastructure and AI-powered systems.

- Lead 20+ member marketing team spanning SEO, Digital Ads, Social Media, and Media Production departments
- Drive social growth strategy across Facebook, TikTok, and YouTube through data-backed content ecosystems
- Build marketing data infrastructure enabling real-time performance analytics and decision-making
- Architect omnichannel campaigns bridging digital platforms with 5 flagship retail stores to maximize conversion
- Oversee \$40K+ monthly paid media budget across Google Ads and Meta with full-funnel optimization
- Pioneer AI-powered automation systems to scale team productivity and operational efficiency

Experience

Work Experience

MISSOUT

Fashion Brand

Marketing Manager

2022 - 2023

Top 3

Sales Ranking

70%

E-commerce Revenue

250K+

Followers Grown

Led cross-functional marketing team for a local fashion brand, implementing marketing strategy that secured top 3 position in local market with e-commerce driving 70% of total revenue.

- Led cross-functional team spanning Brand, Digital, E-commerce, Content, Design, and Video Editing departments
- Directed social media strategy across Facebook, Instagram, TikTok and managed influencer/KOL relationships
- Organized successful campaigns and events in collaboration with external partners
- Implemented marketing strategy that secured top 3 sales position in local fashion market within same-price segment
- Launched 4 collections and 50+ new products including jackets, hoodies, sweaters, t-shirts, shorts, pants
- Built comprehensive data tracking system for Sales, E-commerce, Inventory, and KOC/KOL Management

Experience

Work Experience

Brands Vietnam & BrandCamp

Digital Marketing Manager

2019 - 2022

Marketing
Community

15%

Annual Revenue Growth

90+

Courses Launched

160K+

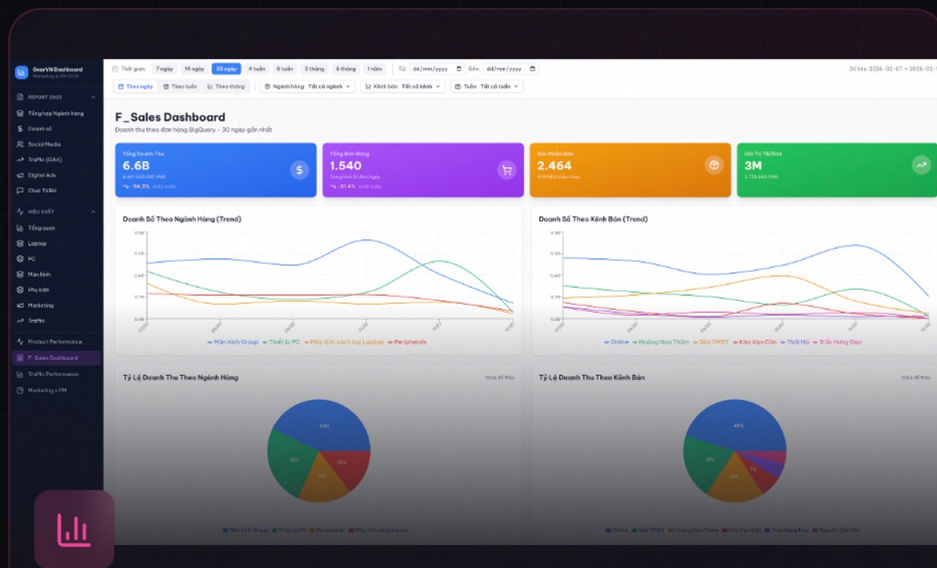
Followers Grown

Led digital marketing for Vietnam's largest marketing community and its education platform BrandCamp.asia. Drove user acquisition, conversion, and retention strategies.

- Led team of four: Digital, Content, Design, Customer Service
- Executed digital marketing strategies boosting user growth and brand loyalty
- Directed content and creative strategies across website, social media, email, and events
- Partnered with 100+ marketing experts for events, webinars, and social contests

AI-Powered Systems

Custom-built AI systems that save 20+ hours per week and drive operational efficiency.



Multi-Channel Dashboard

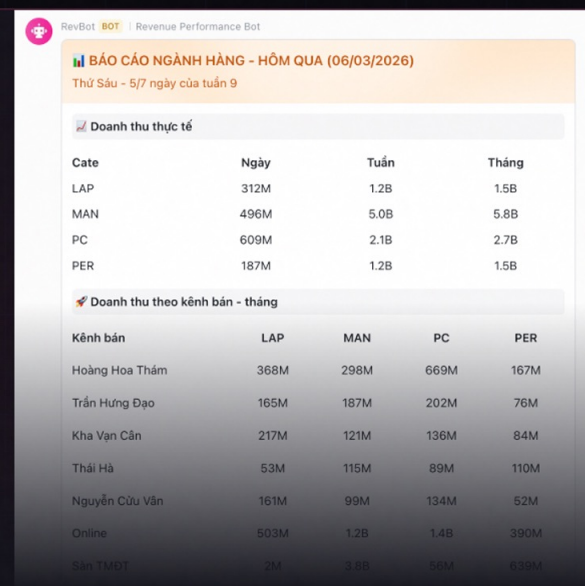
Unified dashboard tracking sales channels, traffic, marketing spend, and ROAS. Auto-synced daily from BigQuery to visuali...

n8n

Google BigQuery

Cloudflare D1

* Images & data for illustration only



Daily Performance Reports

Auto-push performance updates to team group chats. Visual, concise reports delivered directly where teams communicate ...

Cloudflare D1

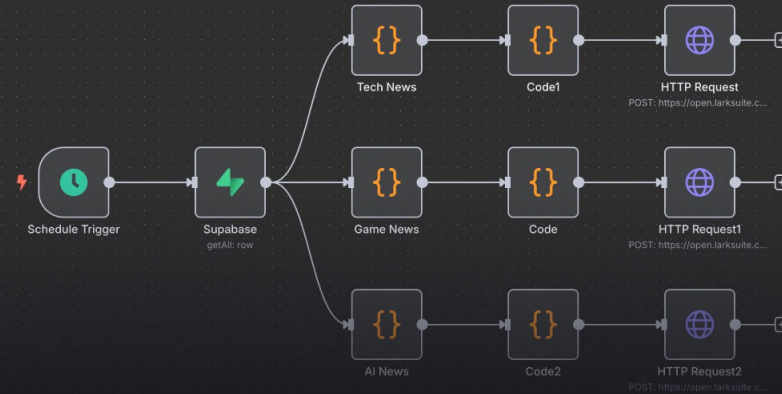
n8n

Claude AI

* Images & data for illustration only

AI-Powered Systems

Custom-built AI systems that save 20+ hours per week and drive operational efficiency.



99+ Workflow Automations

Library of 99+ custom n8n workflows automating repetitive tasks across marketing, sales, and operations. From data scraping to report generation - all running 24/7.

n8n

Claude AI

REST APIs

** Images & data for illustration only*

Portfolio

Clients & Industries

Clients

GEARVN

Logitech

Bridgestone

MISSOUT

Brands Vietnam

Svarmony

BrandCamp

Industries

Technology

Gaming

E-commerce

Retail

Fashion

Education

B2B SaaS

Automotive

F&B

Expertise

Performance Marketing

Brand Strategy

Social Media

E-commerce

Content Marketing

SEO/SEM

Marketing Automation

Data Analytics

What's Next?

AI-First Marketing: Continuing to develop AI-powered systems that optimize marketing workflows, from content generation to data analysis.

Leadership: Building and mentoring marketing teams with data-driven and AI-enhanced mindsets.


Innovation: Combining 8 years of digital experience with cutting-edge AI technology to create breakthrough marketing solutions.

- Open to Senior/Head of Marketing roles
- Interested in AI/Tech companies
- Available for consulting projects

Get In Touch

Let's Connect

Open to discussing new opportunities, consulting projects, or simply connecting.

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