



# TRAN QUANG MINH

Digital Marketing / Performance Ads

## EXPERTISE

- Google Ads
- Facebook Ads
- Tiktok Ads
- SEO
- Tracking (GTM / Pixels)
- Analytics
- Data (Excel / SQL / Datastudio)
- Photoshop/Canva/Video Editor
- HTML / CSS / JS / Wordpress
- Zalo/CocCoc/Linkedin
- AI skill (GPT, Claude, Gemini)
- Automation (Make)

## ABOUT

Minh Tran - Digital Marketing expert with 8+ years of experience. I help businesses grow through data-driven strategies and innovative campaigns.

**My short-term goal** is to leverage my expertise to drive significant growth for a forward-thinking company.

**My long-term goal** is to become a leading marketing strategist, shaping industry trends and mentoring future marketers.

## CONTACT

- 077-466-4487 (Zalo)
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- quang-minh-cv.vercel.app
- linkedin.com/in/tranminh1993
- 126 Tran Ba Giao, An Nhon Ward, Ho Chi Minh City

## WORK EXPERIENCE

### ● Parttime Job / Freelancer

- Performance Ads | Portico & Bridge  
02.2025 - 09.2025
- Facebook Ads | Cua Di (Na-Uy)  
09.2024 - Now
- Performance Ads | Newland USA  
07.2024 - 02.2025
- SEO Leader | VietCham | 2022 - 2025
- Lecturer | Hoa Sen University | 2021 - 2022
- SEO Leader | Mecsu | 2020 - 2022

### ● Senior Performance Marketing

- ELSA Speak | 1.2024 - 05.2024
- Led successful Conversion Lead campaigns in Vietnam, Thailand, and Indonesia, driving a 145% revenue increase.
- Managed profitable Facebook Messenger campaigns in Indonesia, achieving a 110% revenue growth.
- Implemented effective SEO strategies in Indonesia, resulting in a 250% traffic increase.
- Planned and executed Email Marketing campaigns in Indonesia and Taiwan using Braze and Zoho.
- Supervised a team of freelance content creators and interns.



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## WORK EXPERIENCE

- **Senior Digital Marketing**  
Kyna English | 04.2020 - 09.2023
  - Implemented Google Ads campaigns in Vietnam, Thailand, Indonesia, and Laos, resulting in a 500% revenue increase.
  - Launched Facebook Ads (Conversion, Messenger) campaigns in Vietnam, Thailand, and Indonesia, driving a remarkable 180% revenue growth.
  - Implemented Google Ads reporting using Google Data Studio. Reference link: [bit.ly/report-gg-minhtran](https://bit.ly/report-gg-minhtran)
  - Managed Tracking system (Pixels/GTM/CAPI), Pancake (Chatbot), Domain/Hosting/SSL.
  - Created, managed, and developed content for Google Maps/Youtube Channel.
  - Collaborated with the Sales team to optimize revenue growth consulting content by 50-150% annually.
  - Exchanged strategies with Google/Facebook partners.
  - Coordinated with design/IT/UIUX team to create creators (image/video/landing page).
- **SEO Leader**  
Bazan Travel | 2019 - 2020
- **Digital Marketing Executive**  
Decox Design | 2018 - 2019
- **SEO Project Leader**  
Forza Agency | 2017 - 2018

## EDUCATION

- **Data Analyst Apply**  
200lab | 11.2023
- **Front End (HTML/CSS/JS/ReactJS)**  
CyberSoft | 1.2020 - 11.2020
- **UIUX Website - Photoshop**  
KeyFrame | 2.2019 - 09.2019
- **Creative Content**  
Aim Academy | 2.2019 - 09.2019
- **Digital Marketing**  
Kent Colledge | 04.2017 - 07.2017
- **Business Administration**  
TOPICA | 2015 - 2017  
HUTECH | 2011-2015

## REFERENCE

**Pham Thi Dieu Uyen** - ELSA Speak  
Senior Performance Marketing  
0368.391.552 - uyen.pham@elsanow.io

**Vo Luynh Dan** - Kyna English  
Marketing Manager  
0978.440.560 - dan.vo@kynaforkids.vn

**Hau Thi Mai Anh** - Newland USA  
Brand Marketing  
0945.632.711 - maianh27111999@gmail.com

## LANGUAGE

- Vietnamese 
- English 

## HOBBIES

