NGUYEN PHAM THANH SANG

Digital Marketing Specialist

Digital marketer with 4+ years across in-house, agency and freelance roles. Runs **paid campaigns on Meta, Google and TikTok**, connects them to the **customer journey** (landing page, onboarding, CRM), sets up **GA4, GTM and Conversions API tracking** for every channel, and **automates** reporting and lead handling.

- sang.nguyen0142@gmail.com
- (+84) 859 070 339
- Ho Chi Minh City

Portfolio: thanhsang.site

EXPERIENCE

Intertu Education — Full-time
Apr 2026 - Present

Digital Marketing Specialist - Education, lead generation

- Run **paid media on Meta and Google** and the content plan for parents of international-school students; marketing leads brought in **3.31B VND new revenue** (Aug 2 - Oct 11, 2026), 18% of it from **paid ads at 2.81× ROAS**.
- Cut **cost per MQL 27.5%** (918K → 666K VND) and **CAC per new contract 28.8%** (8.9M → 6.4M VND) from Aug to Sep 2026, while MQLs grew **107 → 153**.
- Redesigned the **lead funnel** (Raw lead → MQL → SQL → Trial → New sign) with the CEO and Sales; the company hit **201%** of its new-revenue target in Sep (113% in Aug).
- Set up **GTM/GA4 and Google Ads conversion tracking**: GA4 events for forms, Zalo, hotline and Messenger, enhanced conversions, lead values by landing page, and gclid passed into Messenger links; sent MQL, SQL and new-sign events from the CRM to Meta via **Conversions API**.
- Built the **company KPI dashboard** (Google Apps Script web app) on a Google Sheets data layer fed by **n8n**, linking spend, funnel stages and CAC by source.
- Automated lead handling: built a **Lark bot** with n8n and **Meta Business Agent** that replies to customers, **AI-qualifies** each chat and sends qualified leads to Sales with a summary; 1,100+ leads captured from 6 sources.

Freelance | Digital & Performance — Freelance

Focus Media Vietnam - DOOH advertising (part-time) — Mar 2026 - May 2026

- Rebuilt the Marketing team's **digital channels**: a content strategy per channel and new **Meta, TikTok, LinkedIn and website** channels, each with a clear role.
- Automated content production with **Make.com** (scheduled posting, daily industry-news email, lead chatbot) and fixed **GA4** reporting Cốc Cốc traffic as Google.
- Results over 3 months: Facebook viewers **+117.9%** (36.7K → 80.0K), new followers **+136.5%** (126 → 298), **+300%** LinkedIn impressions.

LD Perfume Oil Luxury - TikTok Shop — Dec 2025 - Feb 2026

- Took an offline brand onto **TikTok Shop** (revenue plan, livestream team, **GMV Max/Live**): shop revenue **+154%** (35.9M → 91.4M VND, Dec → Jan); GMV Max orders **3.2×**; platform-reported ROI **7.83×** in Jan 2026.

Blueseed Media Agency — Agency
Aug 2025 - Nov 2025

Media Performance Executive - 8 client accounts

- Ran **paid media (Meta, Google, TikTok)** for 8 client accounts against **booked KPIs**: Microsoft, BVBank, GOO.N, Danang International Airport, Saigon Centre, ELIS, Park Hyatt Saigon and BM Windows; optimised cost by platform and reviewed **project P&L**.
- Microsoft 365: Display and Search clicks at **190%** and **167%** of booking; GOO.N delivered **101-113%** of booked volume on every format.

ACCESSTRADE Vietnam — In-house
Jan 2024 - Aug 2025

Digital Marketing Executive - User acquisition, affiliate platform

- Owned acquisition across **SEO, Google UAC, Apple Search Ads, Google Search and Meta** into registration landing pages.
- Lifted **pillar-page conversion from 22.6% to 49.5%** (measured in GA4); sign-ups grew **~6×** (268 → 1,639/month, Apr → May 2025).
- Ranked **#1** for "affiliate marketing" and moved "kiếm tiền online" from **#26 to #6**; **20K** organic visits/month.
- Hit **105%** of the Q2/2025 **app-install KPI**; **onboarding emails** reached **60%** activation (sign-up → active account).

BIT Group — Apprentice
Jun 2022 - Dec 2023

Marketing Apprentice

- Ran small client projects end to end: **content and SEO plans, Facebook/Google Ads, 10+** websites and landing pages, Zalo OA and email; **80-100** leads/month.

SKILLS & TOOLS

Paid ads

Meta Ads · Google Search · Google Display · Google UAC · TikTok Ads · TikTok GMV Max · Apple Search Ads · Zalo Ads · LinkedIn Ads

Tracking & analytics

GA4 · GTM · Conversions API · Google Ads conversions · Enhanced conversions · UTM · Looker Studio · Google Search Console

CRM, email & automation

n8n · Make · Apps Script · Lark · GetResponse

SEO tools

Semrush · Ahrefs · Screaming Frog · Keywordtool.io · Google Trends

Web design & CMS

WordPress · LadiPage · Framer · Figma

Generative AI (LLMs)

ChatGPT/Codex · Claude/Claude Code · Kiro · Orca · Antigravity

EDUCATION

College of Technology and Industrial Management (CTIM)

College diploma - Business Commercial English
2019 - 2022

LANGUAGES

Vietnamese, English