NGUYEN MINH SON

SENIOR DIGITAL MARKETING

Male

August 14, 1995

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Hanoi, Vietnam

SKILLS

- **Digital Marketing Tools**

- Google Analytics
- Google Tag Manager
- Google My Business (Google Maps)
- SEMrush, Ahrefs
- Keywordtool.io
- ScreamingFrog
- Wordpress & other website platforms

- **Language**

Advanced English

- **Computer**

- Microsoft Offices: Word, Excel, PowerPoint, Outlook
- Graphic design: Adobe Photoshop, Adobe Illustrator
- Video editing: Proshow Producer, Filmora

- **Communication**

- Fluent English communication (writing & speaking)
- Ability to design slides & presentation

- **Soft skills**

- High attitude & responsibility toward the works, willing to learn
- Multitasking & time management
- Pressure management and situation handling
- Quick learning & adaptation

OBJECTIVE

I have worked in Digital Marketing for 7 years in small-scale companies. After improving my skills and gaining experience, I am currently seeking new challenges in a bigger company to increase benefits for myself and opportunities for career advancement.

EDUCATION

- **Hanoi University - HANU**

Major: Tourism & Hospitality Management — Sep 2013 - June 2017

- - - - - GPA: 7.05 - Bachelor: Credit Degree

WORK EXPERIENCE

- **Metta Voyage**

Remote Senior Digital Marketing Specialist — Sep 2024 - present

- Google Ads Performance Optimization
- Google Analytics, Google Tag Manager
- Website management
- Search Engine Optimization (SEO)
- AI research and implementation
- Data analysis and report

- **WINECELLAR.vn**

Senior Digital Marketing Specialist — Apr 2021 - present

- Google Ads Optimization (Search, Display Ads, Video Ads)
- Facebook Ads
- Google Business, Google Analytics, Google Tag Manager
- Website management
- Search Engine Optimization (SEO)
- Support Social Media & Offline Marketing Activities
- Data analysis and report

- **ASIATICA TRAVEL**

Strategic Marketing Leader/Assistant to CMO — Jan 2020 - Dec 2020

Still in charge of the previous tasks, plus:

- Research and make plans to develop new markets
- Research new marketing & advertising channel
- Professional training for new staff
- Support other market departments on marketing strategy

- Teamworking & Ability to work independently

CERTIFICATIONS

2017: C1 certificate in English - based on CEFR standard

2018: Digital Marketing Certificate - Vinalink Academy

2023: SEO PPP - SEONGON

2024: Google Ads Conversion - GuuAds

INTERESTS

Football, Rap Music, Travel, Video Games

- Manage domain, hosting of blogs and network sites
- Plan and propose marketing campaigns

- **ASIATICA TRAVEL**

English Marketing Executive — Nov 2017 - Dec 2019

- Manage Social Media: Facebook, YouTube, Instagram
- Google Ads and Facebook Ads
- Plan events/promotion campaigns
- Create and manage newsletter - email marketing
- Working with foreign partners on PR & advertising
- Write content and SEO website, blogs & network sites
- Build websites with the IT & design department
- Research market and competitors
- Design, and edit photos & video
- Report & analyze data monthly to the managers

- **HERA CRUISES**

Assistant to Cruise Manager — Jan 2017 - Aug 2017

Main responsibilities:
- Preparing standard procedures for the F&B department
- Participate in setting up the cruise before launch
- In charge of Food & Beverage services
- Handling problems and unexpected situations
- Doing presentations to the guests

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