

# DANIEL LE

Digital Marketing Specialist (SEO & Paid Ads)

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## CAREER SUMMARY

Performance-driven Digital Marketing Specialist with 4+ years of experience in **SEO** and **Paid Advertising**, consistently delivering high-quality MQLs while maintaining ad spend within 80% of budget. Proven SEO expertise working with VNR500 clients such as Vietnam Airlines and PV GAS, optimizing content and backlinks to boost search visibility.

Led a 4-member marketing team in multi-channel campaigns spanning SEO, paid ads, CRM, and email automation. A creative yet data-informed marketer, skilled in crafting ROI-focused strategies that align with business objectives across education, tech, and HR industries. A creative yet analytical marketer, able to craft multi-channel strategies that align with business goals and within budget range.

## EXPERTISE

SEO | Paid Advertising | Project Management | Email Marketing | Customer Data Management

## TECHNICAL SKILLS

SEO - Technical SEO Audit | Keyword Research | Automation | CMS Management | Link Building | PBNs

Paid Advertising - Market Research | Ad Creatives | Facebook Ads | Google Ads

Project Management – Data Management | Integrated Marketing Campaigns | CRM Management

Email Marketing – Marketing Automation

Others – Landing Page Design | Event Logistics | PR & Communications

## PROFESSIONAL EXPERIENCE

**LEAD DIGITAL MARKETING** | Eduline Scholars | Hanoi, Vietnam

2024 – 2025

Full-stack marketer managing end-to-end digital campaigns in the education sector (study abroad & scholarships), across SEO, paid ads, CRM, email marketing, automation, design, and event planning.

- **Team Leading:** In charge of creating monthly and quarterly marketing campaigns; assigned and worked closely with graphic designers, content marketers to deliver a seamless marketing workflow. Also work with B2B clients for PR, video outsourcing, printing and content collaboration
- **Organic lead generation:** Generated 100 monthly qualified leads through content marketing (website, Facebook, Zalo OA) and SEO-optimized landing pages
- **Paid Advertising:** Managed VND 50–150 million/month ad budget across Facebook; generated 600+ paid leads monthly with a focus on conversion efficiency.
- **Email Marketing:** Designed automated email workflows, improving retention and re-engagement; drove 50+ re-signups/month.
- **CRM and data ops:** Assisted sales team with customer status tracking, segmentation, and status updates in CRM system.
- **Event marketing:** Organized 2–3 education workshops/month (20–50 pax). Headlined *EdulinxMeichan Personal Branding 2024* with 500+ attendees across HCMC & Hanoi, boosting brand awareness and MQLs.

**SEO SPECIALIST** | Internation Digital Media Vietnam (IDM) | Ho Chi Minh City, Vietnam

2022 – 2024

SEO Specialist for Digital Marketing Agency. Managed SEO for top-tier VNR500 clients; worked on content, technical SEO, and backlink strategies.

- **HR2B:** Maintained ranking for 40 service-based keywords (staffing, payroll, executive search). Built 12-web 2.0 PBNs to boost domain authority.
- **Vietnam Airlines:** Handled content updates on Sitecore CMS for Lotusmiles & Baggage sections. Conducted UX research with 800+ card sort survey participants.
- **PV GAS & VAS Group:** Executed high-volume PBN backlink campaigns.

Dual role: German language B1 instructor and digital marketer

- Managed Facebook page & website updates for student recruitment campaigns.
- Supported community building through language and cultural content.

## EDUCATION

BACHELOR OF DIGITAL MARKETING | RMIT University Vietnam

2020 – 2022

GCE A-LEVEL | Science Stream | Tampines Junior College, Singapore

2015 – 2016

## CERTIFICATES

IELTS 7.5

German Language - Level B2

Google Ads Search & Display

Google Analytics Certification

## DIGITAL MARKETING TOOLS

Google Analytics

Google Search Console

Google Trend

Meta Ads Manager

Semrush

Ubersuggest

Wordpress

Ladipage

Getfly CRM

ProvenbyUsers

Canva & Capcut

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