






# NGUYEN TRAN QUANG

- **MARKETING MANAGER**
- **BRANDING STRATEGIST**
- **AI-DRIVEN INNOVATOR**



*I believe that an effective marketing system must be built on a solid foundation—from content and brand identity to digital infrastructure. I approach my work with a zero-to-one mindset, combining content strategy, branding, and automation to create real value. With hands-on experience across various business models, I'm agile in applying AI and MarTech to streamline operations, manage risks, and improve conversion performance.*

## INFORMATION

-  01/10/1989
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-  <https://vintas.vn>
-  Ho Chi Minh city

## EDUCATION & CERTIFICATIONS

**TRA VINH UNIVERSITY | 2016 - 2020**

**Major:** Information Technology

**HUE APTECH | 2009 - 2012**

**Certificate:** ACCP - International Programmer

**CONDUCTIFY.AI | 2024**

**Certificate:** AI Worker (with Distinction)

## KEY SKILLS

- ✓ Strategic marketing planning, data analysis & KPI tracking
- ✓ Budget control, campaign optimization & team training (zero-to-one)
- ✓ Multi-channel brand building & consistent visual identity
- ✓ Content strategy using AIDA / Hub-Hero-Help models
- ✓ SEO, UI/UX enhancement & conversion rate optimization (CRO)
- ✓ Paid media campaigns (Facebook, Google, TikTok, E-commerce)
- ✓ KOL/influencer coordination, seeding & social media calendar planning
- ✓ Planning & organizing online/offline marketing events
- ✓ Designing images, videos & landing pages for marketing
- ✓ Marketing workflow automation with AI tools
- ✓ Proficient in office tools, good English reading
- ✓ Managing website, email, CRM, hosting
- ✓ System & data risk management



**PORTFOLIO**

# NGUYEN TRAN QUANG



## WORK EXPERIENCE

### 📌 **Marketing Technology & Automation Specialist | 2024 – 2025**

**AB TRAVEL INTERNATIONAL COMPANY LIMITED**  
& **AB WORLD DENTAL COMPANY LIMITED**

**Played a key role in the company's digital transformation by building a comprehensive MarTech system—from CRM automation to infrastructure and performance dashboards.**

- ✓ Applied **AI & Chatbot with CRM** integration to optimize marketing and customer service workflows
- ✓ Managed **digital infrastructure** (VPS, CRM, website, mail server); enhanced UI/UX & PageSpeed  $\geq 90$
- ✓ Built **automation marketing workflows**, trained internal teams on AI & CRM tools
- ✓ Developed **performance dashboards** to monitor marketing & sales KPIs

### 📌 **Marketing Manager & System Admin | 2023 – 2024**

**AB TRAVEL INTERNATIONAL COMPANY LIMITED**

**Led end-to-end marketing development for a startup, from brand strategy to infrastructure and internal communications.**

- ✓ Developed **marketing strategy**, internal processes & brand identity system
- ✓ Organized and participated in **online/offline marketing events** such as mini games, lucky draw activations, travel seminars, and corporate events
- ✓ Managed Microsoft 365 Business, CRM, hosting, and websites for the marketing team
- ✓ Designed **SEO & UI/UX-compliant** websites, supported testing and system operations
- ✓ Laid the groundwork for the company's **digital transformation from zero**

### ✓ **References**

👤 **Nguyen Thanh Danh** (Head of AI & Digital Transformation)

🏢 **AB – Le Thanh Ecosystem**

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# NGUYEN TRAN QUANG



## WORK EXPERIENCE

### 📌 *Marketing Leader | 2022 – 2023*

#### *FINTECH DRACO CORPORATION*

**Oversaw all marketing operations for an ERP software startup—from go-to-market strategy to branding, advertising, and reporting systems.**

- ✓ Acquired **x30 customer growth in 1 week** through a successful market entry campaign
- ✓ Built all content assets: Sales Kit, brand identity, website, and social channels
- ✓ Implemented **keyword SEO**, social calendar, seeding, and KOL strategies
- ✓ Created reporting systems and ensured data privacy & **campaign analysis**

### 📌 *Digital Marketing & Game Operation | 2011 – Present*

#### *FuryTeam (Freelancer)*

**Handled both technical and marketing responsibilities in the game and blockchain space. Built player communities, executed campaigns, and developed partner solutions. Generated monthly profit of ~\$4,000–12,000.**

- ✓ **Operated** game systems from backend (server, events, data) to frontend (community, KOLs, content)
- ✓ Organized **online/offline events**, livestreams, and customer engagement
- ✓ Ran multi-channel ads (Facebook, Google, SMS) with budgets of **~\$2,000–6,000/month**
- ✓ Built and managed the Millennium Crypto Community
- ✓ Ranked keywords “mu moi ra” and “kiem the moi ra” in **Google’s Top 1–3** search results
- ✓ YouTube channel: [youtube.com/@svgameonline/playlists](https://youtube.com/@svgameonline/playlists)

### ✓ **References**

👤 **Lai Anh Tuan (CEO)**

🏢 Fintech Draco Corporation

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