

Digital marketing professional generalist with 5 years of experience. I specialize in Product Management, SEO/SEM, Content Marketing and Strategy, and Social Media.

Experience

SEO Analyst, Product (Whitelabel & Affiliates)

KAYAK - Cambridge, USA

01/2022 - Present

- Acting as product manager in the development & testing of features for Portfolio brands' SEO pages with key stakeholders (engineering, design, data) across 120+ domains & 63 markets to achieve OKR of \$60M+ in SEO revenue
- Piloting the creation and scaling of new SEO page templates across 5 brands for premium cabin class flight queries which yields 1M+ in monthly search volume
- Increasing revenue from trains/buses vertical for momondo by 10x from series of split-tests and feature developments in Q1-Q2/2022

Marketing Manager

HOPLONGGROUP - Ho Chi Minh, Vietnam

07/2020 - 12/2021

- Led team of five in SEO/SEM traffic improvement efforts resulting in 5x increase in revenue & 4x in YoY conversion rate
- Leveraged data from customer service reps to build 60-page customer experience documentation
- Spearheaded complete website redesigns for 4 different portfolio brands ahead of Google Core Web Vitals ranking update

Freelance WordPress & Marketing Consultant

SELF-EMPLOYED - Worldwide

01/2019 - 12/2021

- Built search-engine-optimized sites for global startups and SMEs using WordPress CMS, generating ~\$1000/month in freelance revenue

Market Research Consultant

PROCTER & GAMBLE - Cincinnati, USA

09/2018 - 12/2018

- Conducted the design, data collection, and analysis of survey rolled out to 100+ college students (quantitative) and focus group with 15 attendees (qualitative)
- Devised e-commerce strategy in team of 6 for CVS (drugstore channel) to present at P&G headquarter in Cincinnati

Business Development Intern & Co-founder

PERKFEC (now Recruitery) - Ho Chi Minh, Vietnam

11/2017 - 05/2018

- Co-founded company's subsidiary, Perkfec EXP, during time as intern
- Introduced new sales and marketing initiatives to generate startup's first revenue stream (\$5000 in the first month)

Education

BSBA, Marketing

Suffolk University

Boston, MA

01/2019 - 12/2021

summa cum laude

Transfer Excellence Scholarship

Skills

Digital Marketing SEO/SEM

Product Management SQL

Data Analytics A/B Testing

HTML CSS Design

Content Writing PRDs

Product Roadmapping

Languages

English Vietnamese

Tools

Google Analytics Google Ads

Facebook Ads Hootsuite/Buffer

WordPress Adobe Creative Suite

Jira Ahrefs Screaming Frog

Qualtrics Mailchimp

Awards/Certifications

Google

Ads Search Certification

Individual Analytics Qualification

Hubspot

Inbound Marketing Certificate

Content Marketing Certificate

FedEx/Junior Achievement

Top 12 Asia-Pacific Finalists

2017 International Trade

Challenge