

Nguyen Son Duong

Senior Digital Marketing



With over 5 years of experience in multi-channel Digital Marketing, I aim to advance into the role of Marketing Manager within the next 3 years, focusing on growth strategy, performance optimization, and AI-driven marketing. I strive to enhance brand visibility, improve conversion efficiency, and contribute to sustainable revenue growth for the business.

Experience

Marketing Leader Hoa Phat Garment

07/2023 – 04/2025

- Conducted market analysis, developed marketing plans, and led multi-channel Marketing operations, including SEO/SEM, Social Media, Content Marketing, and Paid Advertising. Managed the Marketing team and optimized KPI performance.
- Designed and optimized the company website, increasing organic traffic by 300%. Built strategies, content plans, and managed multi-platform advertising campaigns across Facebook, LinkedIn, Zalo, and Google Ads.
- Produced TVCs, videos, and marketing materials; applied AI tools to reduce Content/Media costs by 50%. Contributed to a 17% revenue growth in 2024.

Marketing Executive Thanh Duyen Textile (Invested by Hoa Phat Garment)

08/2022 – 07/2023

- Executed overall marketing activities, including brand identity design, website development, and SEO/SEM optimization. Built and managed content and Social Media channels, and coordinated with media outlets for communication campaigns.
- Conducted research and developed trend-based knit fabric products, supporting sales activities. Created a competitive advantage with the CoolFit fabric line and helped achieve first-year revenue targets.

Real Estate Sales Specialist Independent Broker

10/2021 – 06/2022

- Conducted market research and applied digital marketing strategies to real estate sales in the Long Thanh – Vung Tau area, achieving over VND 30 billion in total sales.

E-commerce Sales (Shopee, TikTok) Personal Project

04/2020 – 05/2021

- Operated an online business selling trending T-shirt products on Shopee and TikTok, generating monthly revenue of VND 50–150 million VND.

Marketing Specialist Fady Printing (Invested by Hoa Phat Garment)

10/2018 – 04/2020

- Design and optimize websites for on-page SEO, and develop content for websites and social media channels. Design fashion print products following current trends, and produce videos and marketing collateral. Execute Google Ads and Facebook Ads campaigns to enhance brand awareness and drive revenue through digital channels.

Web Design & SEO Freelancer Freelancer

2020 – Present

- Advise and implement comprehensive SEO strategies for SMEs. Design logos, brand identities, and marketing collateral. Design UI/UX and build SEO-friendly websites using WordPress, including functionality development (CSS/JS/PHP) and speed optimization. Support multiple businesses in expanding brand awareness and revenue, including Intertour, Detbosaigon, Urgift, Vietextile, and Leolupack.



Information

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Education

Bachelor 2011–2014
Business Administration
HCMC College of Economics

Skills

Strategy

- Digital Marketing Strategy • Performance & KPI • Budget Control • Team Leadership • Market & Customer Insight

Digital Execution

- SEO/SEM • Google/ Meta/TikTok Ads • Social Media • Content Marketing • Lead Generation & Conversion Optimization

Creative Production

- Graphic Design • Video Production • Brand Identity • Copywriting & Storytelling

Website & Technology

- Wordpress • UI/UX • Web Optimization • HTML/CSS/JS • Technical SEO • AI Marketing & Automation