

NGUYEN THI HUYNH NHU

Growth Marketing Leader | Business Systems Builder (AI) | Marketing Operations



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ABOUT ME

Growth Marketing Leader with 5+ years of experience driving business growth through **Brand Marketing, Product Marketing, E-commerce and Marketing Operations** across **F&B, Consulting and Education**.

Experienced in building high-performing teams, scalable marketing systems and measurable growth strategies. Beyond Marketing, I specialize in **Business Analysis** and **AI-assisted Product Development**, independently building internal business systems that improve operational efficiency and decision-making.

EDUCATION

Ton Duc Thang University
Bachelor of Business Administration
2017 - 2021

CORE COMPETENCIES

Growth Marketing

- Brand Strategy
- Product Marketing
- Go-to-Market
- Growth Marketing
- E-commerce Strategy
- Customer Journey

Business & Operations

- Business Analysis
- Marketing Operations
- Workflow Design
- KPI & Performance Management
- Planning & Reporting
- CRM Management

Digital & Performance

- Performance Marketing
- Meta Ads
- Social Media
- Lead Generation
- Marketing Analytics
- Website Performance Analysis

Leadership & AI Transformation

- Team Leadership
- Coaching & Mentoring
- AI-assisted Product Development
- Business Systems Design
- Workflow Automation
- Cross-functional Collaboration

SELECTED ACHIEVEMENTS

- Increased E-commerce revenue by **46%** while reducing advertising costs by **8%**, achieving an average monthly ROI of approximately **14%**.
- Built and led a **6-member Marketing team**, establishing KPI frameworks, workflows and standardized reporting.
- Independently designed and developed an **AI-assisted Business Operating System** serving **20-25 employees** across Sales, Marketing, Planning and Operations.
- Built scalable marketing systems and **14+ integrated business modules**, including a two-way Sales OS integration with MISA.

PROFESSIONAL EXPERIENCE

Magnolia Vietnam Trading & Services Co., Ltd. (04/2024 - Present)

Growth Marketing Team Leader

- Led Growth Marketing, E-commerce and team development across multiple sales channels.
- Independently designed and built an **AI-assisted Business Operating System** for **20-25 employees**.
- Built **14+ integrated business modules** covering Sales, Marketing, Planning and Operations.
- Developed a **two-way Sales OS integration with MISA** for automated data synchronization.
- Increased E-commerce revenue by **46%**, reduced advertising costs by **8%**, and achieved an average monthly ROI of **14%**.

CERTIFICATIONS

2021 EF SET Certificate 55/100

2021 Inbound Marketing – HubSpot

2021 Content Marketing – HubSpot

2023 E-commerce – CASK
Academy

2024 Trade Marketing – CASK
Academy

TOOLS

AI & Development

- Claude Code
- ChatGPT
- VS Code
- GitHub
- Supabase
- Cloudflare

Marketing & Analytics

- Meta Ads Manager
- Google Analytics 4 (GA4)
- Google Workspace

Business & Operations

- MISA
- Monday.com
- Notion
- Coda
- CRM Systems

Design & Content

- Canva
- CapCut
- Microsoft Office

CASK Company Limited (06/2023 – 03/2024)

Marketing Team Leader

- Led a 6-member Marketing team across B2B consulting and B2C training services.
- Developed Marketing strategies, quarterly OKRs and KPI frameworks aligned with business objectives.
- Improved operational efficiency by reducing campaign execution time by **20–30%** through workflow optimization.
- Standardized reporting processes and strengthened Marketing–Sales collaboration.
- Coached team members in Marketing Planning, AI tools and performance improvement.

CASK Company Limited (06/2022 – 05/2023)

Product Marketing

- Developed Go-to-Market strategies and product positioning for consulting services and training programs.
- Managed websites, landing pages and lead generation campaigns across multiple channels.
- Achieved **3–5%** landing page conversion rates through continuous optimization.
- Increased qualified leads to **60–70%** of total generated leads.

F&B Brands & Marketing Agencies (06/2022 – 03/2024)

Marketing Freelancer

- Consulted F&B brands on Brand Strategy, Growth Marketing and Digital Marketing.
- Planned and executed integrated marketing campaigns across online and offline channels.
- Developed brand assets, communication materials and sales enablement content.

Huynh Gia Agriculture JSC. (07/2021 – 05/2022)

Brand Assistant

- Supported product launches and integrated marketing campaigns.
- Managed website, fanpage and customer communities.
- Coordinated marketing events and improved internal collaboration workflows.