

# PHU TRAN DINH

## Performance Marketing Manager

+84353672918

Hochiminh City

@ phutran.digital@gmail.com

📅 1993



## EXPERIENCE

### Senior Ecommerce Manager

#### Dentsu

📅 2025 - Present 📍 Ho Chi Minh City, Vietnam

Global Media Agency

- Led end-to-end execution across D2C platforms (web & app) for Vinamilk, ensuring consistent growth in user acquisition and conversion.
- Planned, set up, and optimized campaigns on core channels: Google + Facebook, delivering scalable and efficient performance.
- Built an integrated performance dashboard using data from ad systems, Adjust, and GA4, enabling faster insights and data-driven optimization.
- Key Achievements:** Drove consistent month-over-month growth in GMV, achieving a ~5x increase compared to the beginning of the year.

### Digital Marketing Manager

#### VUS

📅 2022 - 2024 📍 Ho Chi Minh City, Vietnam

82 English Center

- Designed and implemented a complete Lead Generation system to collect, nurture, and convert potential customers.
- Managed 14-member team and budgets of 5-10B VND/month.
- Collaborated with data, web development, and CRM teams to implement digital transformation projects and optimize campaign performance.
- Key Achievements:** Increased qualified leads by 60% and scaled SEO traffic 22x through technical SEO and content strategy. Successfully executed major automation and digital transformation projects that enhanced overall marketing efficiency.

### Head of e-commerce

#### Rabity Kids Fashion

📅 2021 - 2022 📍 Ho Chi Minh City, Vietnam

80 Offline Stores

- Led end-to-end eCommerce operations, including advertising, social commerce, KOL activations, and conversion optimization.
- Managed 300-500M VND/month digital budgets with a strong focus on ROI.
- Built online-offline synergy strategies to maximize total business revenue.
- Key Achievement:** Delivered 180% eCommerce revenue growth within a short period; Increased SEO traffic by 300% through improvements in website structure and content.

### Senior Performance Marketing Manager

#### Mindshare

📅 2018 - 2021 📍 Ho Chi Minh City, Vietnam

Global Media Agency

- Managed major accounts: Grab, Oppo, Ford, HSBC, Sanofi, Huggies.
- Led a 5-person team and handled 5-20B VND/month multichannel performance budgets.
- Built cross-platform performance dashboards integrating multiple ad systems for real-time reporting.
- Directed complex multichannel campaigns with KPIs focused on growth and cost efficiency.
- Key Achievements:** Awarded Employee of the Month for developing a performance dashboard that doubled campaign monitoring efficiency. Led the Oppo Reno 5 campaign, contributing to Oppo becoming the #1 Smartphone brand in Vietnam (Q1).

## SUMMARY

- Performance Marketing Manager with 8+ years of experience driving measurable growth across eCommerce, Education, FMCG, and Retail. Specialized in full-funnel acquisition strategies, multichannel optimization (Google, Meta, TikTok, Programmatic), and advanced analytics using GA4, Adjust, and Looker Studio.

Experienced in managing large budgets (5–20B VND/month) and delivering strong business outcomes: ~5x GMV growth for Vinamilk D2C, +60% qualified lead growth at VUS, 180% eCommerce revenue increase for Rabity, and 5x revenue scaling for Cái Lò Nướng within 3 years.

Strengths include ROAS/CAC/LTV optimization, marketing automation & CRM workflows, performance dashboards, and cross-functional collaboration to unlock sustainable, scalable growth.

## EDUCATION

### BA. Management Information Systems

University of Economics and Law

📅 2011 - 2015 📍 Vietnam

- Learned data analysis, system design, and technology application for marketing efficiency.

## CERTIFICATIONS

### Google Analytics - Advanced

Google

### Facebook Blueprint

Meta

### Master Digital Marketing

LinkedIn

### Inbound Marketing

Hubspot

### Google Search Ads

Google

### Google Display Ads

Google

### Google Video Ads

Google

### Google Shopping Ads

Google

## EXPERIENCE

### Performance & Expertise Lead

#### PMAX

🏠 2016 - 2018 📍 Ho Chi Minh City, Vietnam

Total Performance Marketing Agency

- Developed performance frameworks for HSBC, Manulife, and TP Bank.
- Key Achievements:** Improve Performance efficiency by 15% across major client frameworks.

## ADDITIONAL EXPERIENCE

### Project-based Growth Advisor - Senior Ecommerce Manager

#### Cái Lò Nướng

🏠 2023 - Present 📍 Ho Chi Minh City, Vietnam

A bakery chain.

- Built full-funnel growth strategies across Meta Ads, CRM (Zalo ZNS), loyalty programs, and seasonal product launches.
- Applied customer segmentation (RFM) to improve retention and increase repeat purchase rate by 20%.
- Key Achievements:** Scaled revenue 5x in 3 years, growing from a small online model to a 7-store bakery chain.

## VOLUNTEERING

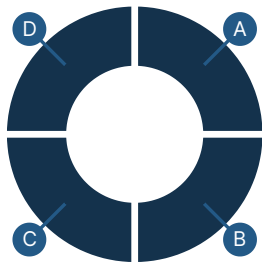
### Support volunteer

#### Blue Circles

🏠 2016 - 2021

This project supports disadvantaged areas in the southern region by building roads, providing essential food supplies to low-income households, and organizing community events such as Tet and Mid-Autumn Festival celebrations.

## MY TIME



- A Reading
- B Traveling
- C Volunteer
- D Exercising

## LANGUAGES

### English

Proficient



### Vietnamese

Native



## KEY SKILLS



### Growth & Strategy

Full-Funnel Growth Planning  
Customer Segmentation (RFM, Cohort, Loyalty)  
CRM & Automation (Zalo ZNS, Lead Nurturing)



### Paid Advertising Platforms Mastery

Expertise in managing and optimizing campaigns across major ad platforms

- Google Ads (PPC, SEM, Display)
- Meta Ads Manager (Facebook, Instagram, Messenger)
- Other platforms like LinkedIn Ads, TikTok Ads, and programmatic advertising
- Performance Frameworks & Optimization
- ROAS/CAC/LTV Analysis
- A/B Testing & Budget Optimization



### E-Commerce & Digital Operations

Online-Offline Synergy  
Promotion & Pricing Strategy  
KOL/KOC Activation



### Data Analysis & Web Analytics:

Funnel & Cohort Analytics  
Dashboard Builder (Looker Studio, Metabase)

## SOFT SKILLS

### Project Management

### Leadership & Team Development

### Analytical Thinking & Problem Solving

### Strategic Planning

### Communication & Collaboration

### Adaptability

### Continuous Learning