



Nguyễn Thùy Linh

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04 Đào Trí, 7 District, HCMC

Key Skills

Performance Marketing

- Facebook Ads, Google Ads, TikTok Ads, Zalo Ads
- Lead Generation, Funnel Optimization, Conversion Rate Optimization

CRM & Marketing Automation

- HubSpot CRM, Bizfly CRM
- Lead Scoring, Lead Nurturing, Customer Journey Optimization
- Workflow Automation (Zapier)
- Sales & Marketing Alignment

Data & Analytics

- Google Analytics (GA4), Google Tag Manager
- Looker Studio, Supermetrics (automated reporting)
- Performance Tracking & Attribution

Nguyễn Thùy Linh

- Digital Marketing & Growth Lead with 8+ years of experience building end-to-end growth systems across Real Estate, OTT Apps, FMCG, Beauty, and Agency environments.
- Proven track record of scaling paid users by +100% YoY, generating 2,000+ qualified leads per quarter, and managing performance budgets up to \$50K/month.
- Strong expertise in Performance Marketing, CRM & Marketing Automation, Data Analytics, and AI-driven optimization to drive scalable and sustainable growth.

Work experience

Growth & Marketing Automation Lead (Real Estate)

Southern Homes Vietnam | May 2025 – Present

Key Projects:

T&T Millennia, Orchard Collection, Vinhomes Grand Park, Vinhomes Pearl Bay, Vinhomes Star City, La Pura, Southern Homes Branding

Achievements:

- Generated 2,000+ qualified leads per quarter
- Reduced Cost per Lead (CPL) by 10% while improving lead quality
- Improved lead response time by 50% through CRM automation
- Increased lead-to-site visit conversion by 5%
- Contributed to multiple successful project sell-outs

Key Responsibilities:

- Designed and executed full-funnel marketing strategies (Ads → Landing → CRM → Sales)
- Implemented CRM systems (HubSpot & Bizfly) for lead scoring, nurturing, and distribution
- Built automation workflows using Zapier to streamline lead flow
- Developed dashboards using Looker Studio + Supermetrics for real-time performance tracking
- Applied AI tools to accelerate content production, testing, and reporting

Digital Marketing

FPT Telecom (FPT Play) | Jul 2020 – May 2025

Achievements:

- Achieved +100% YoY growth in paid users
- Reduced CPI by 15% vs benchmark
- Increased retention by +5%, reduced churn to 7%
- Achieved 5–7% conversion rate (free → paid users)
- Improved DAU/MAU to ~25%

Key Responsibilities:

- Led and mentored performance & content teams across multiple channels
- Managed advertising budgets of \$30K–50K/month
- Built tracking systems using GA, GTM, AppsFlyer, Clevertap
- Developed real-time dashboards using Looker Studio
- Optimized acquisition and retention funnels
- Leveraged AI tools for campaign optimization and reporting

Key Skills

AI & Productivity

- ChatGPT, Gemini, Gamma, Canva AI
- AI-powered content generation & campaign optimization

Leadership & Strategy

- Team Leadership & Mentoring
- Cross-functional Collaboration
- Strategic Planning (Quarterly & Annual)

Education

Bachelor of Accounting
College of Finance and Customs

Certifications

- Google Ads Certification
- Facebook Ads Certification
- Applied Professional Marketing (BMG)

Digital Marketing Planner (Dairy Industry)

Vitadairy Vietnam | Jan 2020 – Jun 2020

- Managed multi-channel campaigns (Google, Facebook, SEM)
- Achieved 100%+ KPI performance
- Improved engagement and campaign efficiency

Digital Marketing Planner (Agency)

OMD Vietnam (Omnicom Group) | Feb 2019 – Dec 2019

- Led digital strategy for Pizza Hut & Eucerin
- Improved SEM conversion rates
- Maintained strong client relationships and performance

Digital Marketing Planner (Beauty)

Francia Beauty Group | Feb 2018 – Feb 2019

- Increased online revenue by +10%
- Managed social media and campaign performance

Marketing Executive (Agency)

Climax Co., Ltd | Sep 2016 – Jan 2018

- Managed campaigns for major brands (Vinamilk, Guardian, Eucerin)
- Achieved ~30% profit margin optimization

Key Projects

Real Estate Growth System (Multi-project)

- Built end-to-end funnel: Ads → CRM → Sales
- Generated 2,000+ leads/quarter
- Improved conversion across call, visit, and booking stages

FPT Play Growth Engine

- Scaled paid users +100% YoY
- Optimized acquisition cost and retention

CRM & Automation System

- Tools: HubSpot, Bizfly, Zapier
- Reduced response time by 50%
- Improved lead conversion efficiency