



HUONG NGUYEN

A professional with a deep passion for UX, marketing, and data analysis to leverage insights to align businesses and customers. Finnish work permit holder valid till 2026.



EDUCATION

LAB University of Applied Sciences
Specialization: Marketing
2018 - 2021

ESPOO, FINLAND



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SKILLS

SEO, SEM, HTML, CSS

CUSTOMER ACQUISITION

GRAPHIC DESIGN, VIDEO EDITING

DATA ANALYSIS, SEM, SEO

SALESFORCE, AUTOMATION

CERTIFICATES

ORGANIC SEARCH (SEO)

GOOGLE ANALYTICS

DIGITAL MARKETING

GOOGLE TAG MANAGER

GOOGLE ADS TRAINING

SOCIAL MEDIA MARKETING

ALL CERTIFICATES

REFERENCES



EXPERIENCE

MARKETING AND ANALYTICS SPECIALIST

- **MQL, SQL:** Together with the team, **tripled past Marketing-Qualified Leads** (MQLs) - customer acquisition in a year. Half of the new MQLs met the criteria for SQLs and were transferred to the sales team, resulting in a part of the increase of 260% in sales growth.
- **Blog creation & graphic design:** Created **3 high-quality blogs** in total and **all of them acquired the highest organic clicks on the websites** and **ranked 1st in all EU market (SERP)**.
- **SEO:** **boosted organic traffic by 67%** by researching trending, relevant keywords, writing well-written, useful articles, and doing link-building within 1 year.
- **SEM:** **Cut Google and Bing Ads CPC by 66%** and **increased impressions by 160% without increasing the budget**. Achieved through landing page optimization using acquired UX knowledge and targeting long-tail keywords in 3 months.
- **CRO:** **Grew conversion rate by 190%** by paid search, and organic search by analyzing data to understand the users' demands in every sales funnel.
- **Social media:** **Managed 12 LinkedIn campaigns** which led to a 15% increase in CTR, a **600% increase in impressions per post**, a 40% increase in the number of followers, and a **2800% increase in engagement rate** in one year.
- **Data Analysis and tag set:** set up marketing tags, clean data, and create, and **build dashboards via Data Studio** and all other analytics tools.
- **Website optimization:** **Increased health score by 23%** by removing unnecessary tags, and fixing core existing SEO issues on the web.

DOCUMILL

1/2022 -
ONGOING

Tools: GTM, GA, Google Ads, LinkedIn Ads, Twitter Ads, Hootsuite, Active Campaign, Semrush, Se-ranking, Parsehub, Figma, Data Studio, Canva, PowerBi...

DATA ANALYST

- **Summarize large datasets, and build excel macros.** Construct ETL pipelines that automate financial data extraction, cleaning, and formatting in the right format
- **Scrape, automate, clean, and crawl raw data by using Python**

STATZON

9/2021 -
11/2021

MARKETING DATA ANALYST - THESIS WORKER

- **Successfully debugging** and handling mismatched data between Google Ads/ Google Analytics/ Shopify Analytics
- **Support marketing departments** in adding valuable touchpoints/ attribution
- **Build dashboards** to analyse business performance by using a visualization tool

MOOMIN
CHARACTER

5/2021 -
9/2021

DIGITAL MARKETING - SEO SPECIALIST

- **Project management:** Managed the entire SEO project and campaign planning process to optimize page performance & increase ranking growth. Fixed over 600 existing issues discovered by Moz, resulting in a 14% increase in organic traffic.
- **Websites Optimization:** Collaborated closely with the director and developer teammates to improve page speed statistics by removing bad code and disabling ineffective plugins.
- **Ads performance evaluation:** Executed online marketing campaigns, and presented critical issues in the marketing report to generate new ideas

FIGARO
LONDON

12/2020 -
5/2021

Tools: Moz, WordPress, Google Analytics, Facebook Ads, Google Ads, Mailchimp, Google Trend, Keyword Planner

DIGITAL MARKETING ADMINISTRATOR

- **A/B testing & performance marketing analysis on Facebook:** Boosted post impressions by 23% by adapting to algorithm preferences.
- **Graphic Design:** Generated new designs for the social media blog posts.
- **Video Editing:** Increased click-through rate (CTR) by 30% by creating feedback videos and sharing them on Facebook and LinkedIn.
- **Event preparation & promotional campaigns:** Assisted in product launch demos and prepared a presentation on YouTube with 200+ interpreters.

TRANSLIT

01/2021 -
02/2021

Tools: Ubersuggest, Canva, Adobe Photoshop, Adobe Premiere Pro, Eventbrite, Bitrix24

DIGITAL MARKETING SPECIALIST

- **Team leadership:** Provided guidance and support to two new hires on their daily tasks and report writing, and collaborated with them on multiple events.
- **Facebook event:** Attracted up to 100 attendees by creating effective strategies, designing eye-catching posters, and promoting them through relevant Facebook groups.
- **Facebook group management:** Increased group membership by 60% in 2 months by organizing weekly events for members.
- **Social media marketing (Facebook):** Boosted the number of followers by 30%

GLOBUZZER

08/2020 -
11/2020