

DANG BINH NGUYEN

+84 98 628 4389 ◊ Hanoi, VN

nguyendb305@gmail.com ◊ [linkedin.com/in/nguyeenb](https://www.linkedin.com/in/nguyeenb) ◊ nguyendang.net/portfolio

OBJECTIVE

Product marketer with 7+ years of experience in digital marketing and UX design seeking full-time roles.

EDUCATION & CERTIFICATES

Bachelor of Linguistics, Hanoi University

2013 - 2017

Certificates of Content, Email, Inbound Marketing, Google Analytics, and UX Design from HubSpot, Google, and Coursera. ([See here](#))

SKILLS

| | |
|------------------|--|
| Technical Skills | content marketing, SEO/SEM, digital advertising, Product analysis and UX Wire-framing. |
| Soft Skills | Problem-solving, Presentation, Self-learning, Critical thinking, Googling |
| Tools | Google Analytics & Tag Manager, Keywordtool, Ahrefs/SEMrush, Figma |

EXPERIENCE

Product Owner

Jan 2022 - Jan 2023

Locker Password Manager

Hanoi, Vietnam

- Did research and defined the requirements of a multi-platform password manager.
- Led a team of 1 designer and 3 developers to build the MVP of the product.
- Managed a marketing team to achieve 9k monthly organic traffic after 6 months.

Marketing Manager

Mar 2019 - Jan 2022

CyStack JSC.,

Hanoi, VN

- Grew company website from 0 to 52k monthly organic traffic using the right SEO & content strategy. ([See here](#))
- Established the growth funnel and tracking system for company services and products, which made every team's effort accounted for.
- Managed a marketing team of 6 including in-house and agency members to grow Marketing Qualified Leads, which contributed to 80% of revenue.

PROJECTS

Future Software Engineers. Started an online side hustle with several friends who teaches data structures & algorithms for Big Tech interviews. After 4 months of operation, we achieved 1,500 organic likes for Facebook Fanpage, a ready-for-SEO website with tracking codes, and 300 million VND in revenue per month.

Normal Content. Built a Vietnamese-oriented SEO & content Fanpage, which achieved 5,000 likes after the first 5 months ([See here](#)). I'm also an admin of the [Content Marketing Hiring & Jobs Facebook Group](#) with over 11,000+ job seekers and hiring agents. Actively involved in facilitating online events and career conversations.

EXTRA-CURRICULAR ACTIVITIES

- Actively write [blog posts](#) that help thousands of marketers to write better contents.
- My blog post written for my previous company got cited on Wikipedia as a trusted knowledge source. ([See here](#))
- I shoot photographs. One of my works is featured in a small contest by Fuji-film Vietnam. ([See here](#))