

# Võ Hoàng Duy

Senior Digital Marketing | Male | 20/03/1989

Kinh Nghiệm Làm 7 năm

Việc

Công ty gần đây nhất Senior Digital Marketing tại SkyGen Group

Bằng cấp cao nhất Cử nhân

Ngôn ngữ English - Trung cấp

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## THÔNG TIN CHUNG

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My Fullname's Duy Vo Hoang, I love what I do. I have experience 03 years Sales B2B Manager & 03 years Branding, with more 07 years full-time in industry Digital/e-Commerce, from planning to execution, delivery KPIs for objective campaign (developing website/mobile application, advertising on internet/mobile).

My website: <https://www.thinkdigital.vn> & website for community: <https://www.thuatngumarketing.com/>

## KỸ NĂNG

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- Project Management
- Digital Marketing

- Technology
- Mobile Marketing
- Social Media
- SEM
- Business Analysis
- App Mobile
- Media & Content Production

## KINH NGHIỆM LÀM VIỆC

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*06/2017 - Present*

### **Senior Digital Marketing**

SkyGen Group

- Handle advertising on Digital 360, leading team to launch activities to reach Target Consumers (retail Beauty, Foods organic) AND optimizing operation process to increase conversion rate from ads to bill.

- B.A & Develop System to sales on Multi-channel (online, showroom, tele sales, E-commerce third party, Affiliate): CRM, SIS, CMS, ... and Develop FE for website/mobile app the best UX, UI when users visit website/mobile app.

*05/2016 - 06/2017*

### **Digital Project Manager**

AKA Digital

Handle digital project: Digital 360, develop app for mobile, develop brand's website interaction with target consumers.

Working with team, designer, media, content developer to launching campaign right deadline and delivery KPIs as the commitment.

*10/2014 - 05/2016*

## **Digital Marketing Executive**

Tara JSC

Analytics, Planning, Action, Control, Supervisor ....Launching Campaign Digital Marketing for BlueStone/Carez Brand, with 2,000 - 10,000 traffic/day. I have been allocated budgets for digital campaigns.

I Build Digital platform to reach target consumers and I'm deployment digital campaign 360 on internet.

Manage website and plan SEO, build 800 - 1,000 traffic organic / day.

*03/2011 - 03/2015*

## **SEO Project Manager**

P5Media

Consultants, planning, action, control Internet Marketing tools ( SEO, Facebook ads, Youtube ads, Google Search, GDN, Banner ad network...)

*06/2012 - 05/2014*

## **B2B & Internet Marketing Manager**

Moriitalia (Indochina co.,ltd)

-Internet Marketing: analytics, planning, launching digital activities (SEO,Google search, GDN, SMS Marketing, Email Marketing, Facebook ads...)

-B2B Manager: planing, sales product kitchenware for Home shopping, E-commerces, Company Gifts, Banks...)

-Assistance Sales Director at office.

*10/2012 - 01/2014*

**Teacher assistant Internet Marketing, SEO at UEH**

University of Economics Ho Chi Minh City

Teacher assistant Internet Marketing, SEO at UEH: Introduction to Digital Platform, Digital tools, practice digital tools.

## HỌC VẤN

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*09/2007 - 11/2011*

**Business Administration**

Cử nhân - University of Economics Ho Chi Minh City

*05/2013 - 01/2014*

**Marketing Pro**

Khác - BMG

I have been learning overview marketing: Research, Develop new product, Brands, Digital, PR communications, Sales Promotion, Trade Marketing