



Hoang Nguyen

(Aiden Hoang Nguyen)

SENIOR DIGITAL MARKETING MANAGER

10+ years digital marketing · **5+ years** technical SEO & GEO · currently Marketing Manager for a **US immigration law firm** and an international education/migration consultancy · hands-on with **Google Ads & Meta Ads Manager** · site cited by ChatGPT/Gemini (GEO)

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PROFESSIONAL SUMMARY

Results-driven SEO & performance marketing manager with **10+ years** in digital marketing: **5+ years** specialized in technical SEO and website growth, hands-on day-to-day management of **Google Ads and Meta Ads Manager** accounts, and early-practitioner experience in **GEO (Generative Engine Optimization)** — with a real case of AI-engine citation (usimmigrationadvisor.com cited by ChatGPT/Gemini). Track record across Global Immigration Law, Education, and Entertainment verticals, including current Marketing Manager roles for a US immigration law firm and an international education/migration consultancy, delivering page-1 rankings in multilingual, multi-market campaigns (Vietnam, Taiwan, Singapore, Philippines, US). Comfortable owning strategy end-to-end: technical SEO audits, content architecture, paid search/social, CRO, and no-code WordPress/Elementor builds — so a campaign or landing page rarely has to wait on an outside developer.

CORE EXPERTISE

Technical SEO & GEO: on-page/off-page/technical SEO, keyword & competitor research, semantic SEO, structured data, site architecture, link-building

No-Code Web Development: WordPress (Elementor, GeneratePress), PHP, Wix, Haravan, Polylang multilingual builds

Testing & Optimization: A/B testing of audiences, creatives, offers; reading CTR/CPC/CPM/CPL to decide what to scale, pause, or change

Performance Marketing: Google Ads, Meta Ads Manager (campaigns, ad sets, Meta Pixel/CAPI), lead-gen funnels, CRO, ROI optimization

Data & Analytics: GA4, Google Search Console, Ahrefs, SEMrush

AI Stack: Claude, ChatGPT, Gemini, Perplexity, NotebookLM

PAID MEDIA TRACK RECORD (Google Ads + Meta Ads, self-reported from campaign exports and employer reporting)

Role / Account	Ad Budget Managed	Campaigns	Leads / Results	Return
Freelance Meta Ads — Multiple SME Clients (VN)	~\$8K (206.7M VND)	70+	6,600+ Messenger leads	~\$1.16 avg. cost/lead
Major Education (Việt Anh School)	\$150K	5 school brands, multi-year	8% lead→enrollment	\$1.5M revenue (1,000% ROI)

DK Entertainment Media	\$20K	Multi-channel (Facebook + Google + SEO)	9% qualified-lead→sale	\$350K revenue (1,650% ROI)
Leaper Groups (Agency)	~\$65K	Multiple client accounts	Performance-based	100% campaign success rate
Career total (direct ad budget managed) ~\$245K+ across Facebook & Google Ads, 2014 – present				

PROFESSIONAL EXPERIENCE

Digital Marketing Manager — AGS Advance Global Study

2023 – Present

Education & Migration

- Own SEO strategy driving organic traffic and lead generation for ags-study.com (up to **10 qualified leads/day** in Education & Migration)
- Built and optimized site architecture, content strategy, and technical SEO
- Secured high-authority backlinks and partnerships with 5 language centers/agencies
- Ran monthly webinars (50+ attendees, incl. Australian education providers and NSW Dept. of Education officials)

Digital Marketing Manager — Davies & Associates, LLC

2023 – Present

Global Immigration Law

- Grew website traffic **8%/month** through SEO optimization
- Sustained **3% CTR** on email campaigns
- Delivered **page-1 SEO ranking in the Taiwan market within 1 week** of launch
- Owned SEO strategy and SEM management; led paid digital media from planning to reporting for a legal services brand

Freelance Meta Ads Manager — Multiple Local SME Clients (Vietnam)

CURRENT

2023 – Present

Fitness/dance studios and F&B businesses, Ho Chi Minh City — lead generation via Click-to-Messenger

- Personally run Meta Ads Manager accounts end-to-end for a small portfolio of local SME clients — campaign setup, audience definitions, ad creative/copy, and ongoing budget decisions
- Across ~3 years of active management: **~206.7M VND (~\$8K)** in ad spend generated **6,600+** Click-to-Messenger leads at **~\$1.16** average cost per lead
- Ran continuous audience/creative/offer tests per client and shifted budget toward the best-performing variants based on weekly CTR and cost-per-lead review

Digital Marketing Manager — DK Entertainment Media

Jun 2022 – May 2023

Entertainment & Events

- Generated **\$350K** in SEO & digital marketing revenue on a \$20K budget → **1,650% ROI**
- Achieved **9%** qualified-lead-to-sale conversion rate
- Managed Google Ads, Facebook Ads, and SEO; optimized dkentertainment.vn, dkstudio.vn, vudoan.vn (design, UX, traffic, content)

Digital Marketing Manager — Major Education (Việt Anh School, HCMC)

Apr 2018 – May 2022

- Drove **\$1.5M** in marketing-attributed revenue on a \$150K budget (Google Ads, Facebook/Instagram, Zalo, SEO combined) → **1,000% ROI**
- **8%** lead-to-enrollment conversion (300 K-12 students, 1,500 after-school students)
- Restructured content/architecture across 5 sites → **+15%** organic traffic and visibility per year
- On-page SEO best practices → **+20%** organic CTR

Digital Marketing Team Lead — KDATA

2017 – 2018

Domain & Hosting

- Grew branded search **+30%** (Facebook + Website) on a \$2.5K budget
- Led multi-channel coordination, budget management, and social media direction

SEO & Paid Media Specialist — Leaper Groups Digital Marketing Agency 2014 – 2017

- Managed ~\$65K in combined Facebook/Google Ads budget with a 100% success rate across performance-based campaigns (agency only got paid when campaigns hit agreed results)

Founder & Lead SEO/GEO Specialist — Ktdigital (Independent) 2015 – Present

- Delivered SEO growth across 20+ websites spanning Immigration/Investment, Education, Healthcare, Tech, Entertainment, and Insurance verticals (see Selected Projects below)
- SEO & Google Analytics trainer, PACE Institute of Management
- Built and grew two community-driven Facebook groups to 10,000 and 24,000 members respectively

SELECTED INDEPENDENT PROJECTS (2015 – 2025)

Industry	Sites (representative)	Avg. Traffic Before → After	New Top-10 Keywords/mo
Global Immigration / Investment	usimmigrationadvisor.com/.ph/.sg, ags-study.com, artoncapital.com	100–10,000 → 300–12,000	500–1,000
Education	truongvietanh.com, abacusmaster.edu.vn, ubtechvietnam.com	200–6,000 → 500–11,000	100–1,000
Entertainment	dkentertainment.vn, vudoan.vn	200–700 → 1,500–1,800	100
Healthcare / Insurance	hidental.vn, nhakhoasmile.vn, etiq.com.sg	100–300 → 350–600	100–300
Tech / Local Business	dsssecurity.vn, saigonmagic.vn	500–700 → 1,500	100

RECENT & ADDITIONAL PROJECTS (2026)

- vudoan.vn** (LED dance & entertainment brand, DK Entertainment) — technical SEO overhaul: resolved 6 duplicate city-page clusters and noindexed 129 low-value archive URLs, lifting the core "vũ đoàn" query from position 3.1 → 1.7 and CTR 2.97% → 4.76% within weeks; site now averages ~20,000 impressions and 500+ clicks/month (Google Search Console)
- vudoansaigon.vn** — new Saigon-market sister site for DK Entertainment; built and launched a 20-page content architecture from scratch (2026), currently indexing and ramping post-launch
- tubatcoffee.com** (Vietnamese specialty coffee brand) — led domain migration and full bilingual (VI/EN) rebuild on WordPress + Polylang + WooCommerce (7 products), with custom GeneratePress theme hooks
- a1employment.com.au** (Vietnamese-Australian employment & migration consultancy) — run organic Facebook content strategy (2–3 posts/week) covering visa policy updates, job postings, and migration news
- vke.vn** (legal & corporate services) — delivered WordPress website build and on-page SEO foundation

EDUCATION & CERTIFICATIONS

MBA — Western Sydney University (via ISB, UEH) 2014 – 2016

Certified Digital Marketing Professional — Digital Marketing Institute (incl. Facebook Ads, Google Ads, social & analytics)

2019 – 2020

BA, Business Administration — HUFLIT 2009 – 2014

Multimedia Design (2D) — FPT Multimedia Arena 2007 – 2009

LANGUAGES & AVAILABILITY

Vietnamese (native) · English (professional working proficiency, written & spoken)

Based in Ho Chi Minh City (GMT+7) · Fully remote-ready · Available part-time or full-time, flexible hours

including evening shifts. References available upon request.