



Hoang Nguyen

(Aiden Hoang Nguyen)

**META ADS SPECIALIST · PAID SOCIAL & PERFORMANCE
MARKETING — VIETNAM MARKET**

Ho Chi Minh City, Vietnam (Remote / Fully Independent)

+84 90 834 7324 · hoangng1691@gmail.com

linkedin.com/in/hoangnguyen1691

PROFESSIONAL SUMMARY

Hands-on digital marketer with **10+ years** of experience, including direct, day-to-day management of **Facebook & Instagram campaigns in Meta Ads Manager** for Vietnamese businesses — from a currently-running local lead-generation account to multi-year paid social programs for education and entertainment brands. Comfortable owning a campaign end-to-end: audience testing, creative and copy variations, budget shifts, and a continuous "what should we test next" loop rather than a set-and-forget approach. Native Vietnamese speaker with professional English and deep first-hand knowledge of how Vietnamese audiences respond to messaging, offers, and creative — and fully comfortable working independently in a remote, part-time or flexible arrangement. I'm also not limited to the ads themselves: I can build the landing pages/websites a campaign points to and handle the underlying technical SEO myself (see "Additional Background" below), so new campaigns can go live faster and don't need to wait on — or pay for — an outside developer down the line.

Role / Account	Ad Budget Managed	Campaigns	Leads / Results	Return
Freelance Meta Ads — Multiple SME Clients	~\$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 (FB + Google + SEO)	9% qualified-lead→sale	\$350K revenue (1,650% ROI)
Leaper Groups (Agency)	~\$65K	Multiple client accounts	Performance-based	100% campaign success rate
KDATA	~\$2.5K	Branded social campaign	—	+30% branded search
Career total (direct budget managed)	~\$245K+	across Facebook & Google Ads, spanning 2014 – present		

Figures are self-reported from campaign exports and employer reporting across roles; see "A campaign I personally managed" below for the freelance account's underlying numbers.

META ADS SKILL SET

Platform: Meta Ads Manager — campaign setup, ad sets, placements, objectives (leads, conversions, traffic, engagement)

Optimization: Reading CTR, CPC, CPM, CPL, and conversion rate to decide what to scale, pause, or change

Tracking: Meta Pixel, lead tracking, conversion reporting; working familiarity with Conversions API setups

Build & Deploy: WordPress/Elementor landing pages + basic technical SEO — ship campaign assets in-house, faster and without external dev cost

Testing: A/B testing of audiences, creatives, headlines, copy, offers, and campaign structures

Budgeting: Allocating and shifting spend across campaigns/audiences based on live performance

Market: Vietnamese-market targeting, local messaging/creative testing, native VI + professional EN

FACEBOOK / META ADS EXPERIENCE

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

Apr 2018 – May 2022

- Managed Facebook & Instagram ad budgets (alongside Google Ads/Zalo) for K-12 and after-school enrollment lead generation across 5 school brands
- Contributed to **\$1.5M** in marketing-attributed revenue on a **\$150K** budget (**1,000% ROI**) and an **8%** lead-to-enrollment conversion rate (300 K-12 + 1,500 after-school students)
- Ran audience and creative tests specifically for Vietnamese parents — a very different buying psychology from B2B, closer to the consumer-trust-and-offer testing this role needs

Digital Marketing Manager — DK Entertainment Media

Jun 2022 – May 2023

Entertainment & events — [dkentertainment.vn](#), [dkstudio.vn](#), [vudoan.vn](#)

- Owned Facebook Ads campaigns for lead generation and audience growth as part of the brand's overall digital program (Facebook Ads, Google Ads, SEO combined)
- That combined digital program delivered **\$350K** in revenue on a **\$20K** marketing budget (**1,650% ROI**) with a **9%** qualified-lead-to-sale conversion rate
- Built and rotated ad creative/copy for a Vietnamese B2B/B2C audience (corporate event clients + consumer entertainment bookings)

SEO & Paid Media Specialist — Leaper Groups Digital Marketing Agency

2014 – 2017

- Managed roughly **\$65K** in combined Facebook Ads + Google Ads budget across client accounts, with a **100% success rate** on performance-based campaigns (agency only got paid when campaigns hit agreed results)

Digital Marketing Team Lead — KDATA

2017 – 2018

- Grew branded search **+30%** through a Facebook-led social campaign on a small budget (~\$200/month)

2023 – Present

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

- Personally run and manage Meta Ads Manager accounts end-to-end for a small portfolio of local SME clients (fitness/dance studios and a restaurant) — campaign setup, audience definitions, ad creative/copy, and ongoing budget decisions, not a one-off project
- Across ~3 years of active management: **~206.7M VND (~\$8K)** in ad spend generated **6,600+** Click-to-Messenger leads at an average cost of **~30,150 VND (~\$1.16)** per lead
- Ran continuous audience/creative/offer tests per client (class type, promo angle, ad format, time of posting) and shifted budget toward the best-performing variants — the F&B client's campaigns consistently ran **~25% cheaper per lead** than the fitness/studio clients, which shaped how spend was split across accounts
- Also run smaller accounts on awareness objectives (post engagement, video views, page likes) for clients still building initial audience, before shifting them to lead-gen

A CAMPAIGN I PERSONALLY MANAGED

One of the dance/fitness studio accounts (above) is the clearest example: I run the whole loop myself — set the monthly budget, test 2–3 audience definitions against each other (age/location/interest splits for HCMC), rotate ad creative between trial-class offers and social-proof/video content, and check CTR and cost-per-lead weekly to decide what to kill and what to scale. When an audience or creative under-performs I don't just pause it — I look at what the winning variant is doing differently (offer, hook, format) and use that to shape the next test, rather than guessing from scratch.

ADDITIONAL BACKGROUND — SEO/GEO & WEBSITE BUILD (why I'm not just an ads-only hire)

Beyond Meta Ads, I have a 10+ year track record in technical SEO/GEO (Generative Engine Optimization) and no-code website building (WordPress/Elementor/GeneratePress, PHP, Polylang multilingual builds) across 20+ websites in Education, Global Immigration Law, Entertainment, Healthcare, and Insurance (current: Marketing Manager at AGS Advance Global Study and Davies & Associates LLC). One site I optimized, usimmigrationadvisor.com, has been directly cited by ChatGPT/Gemini as a source — an early, real result in AI-search (GEO) visibility, not just traditional Google rankings.

Industry	Sites (representative)	Avg. Traffic Before → After	New Top-10 Keywords/mo
Global Immigration / Investment	usimmigrationadvisor.com/.ph/.sg , ags-study.com	100–10,000 → 300–12,000	500–1,000
Education	truongvietanh.com , abacusmaster.edu.vn	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 , etiqa.com.sg	100–300 → 350–600	100–300

Practically for this role: I don't have to hand off a new landing page, an offer page, or a tracking fix to an outside developer and wait — I can build or edit it myself the same day, and set up the basic on-page SEO/structured data at the same time. Over a longer engagement that means faster campaign launches and one less recurring cost (freelance dev/agency retainer) to budget for.

EDUCATION & CERTIFICATIONS

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

2019 – 2020

MBA — Western Sydney University (via ISB, UEH)

2014 – 2016

LANGUAGES & AVAILABILITY

Vietnamese (native) · English (professional working proficiency, written & spoken)
Based in Ho Chi Minh City · Fully remote-ready · Available part-time or full-time — happy to discuss hours and rate directly.