

NGUYỄN HOÀNG NAM

MBA, Digital Marketing Strategist – 10 YOY

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PROFILE



Hoàng Nam is a results-driven marketer with a decade of experience delivering successful digital campaigns across the eCommerce, travel, and education sectors. He has led major projects in Australia, Vietnam, and Singapore, collaborating with brands like ASICS ANZ, Marina Bay Sands, Tiki, Nutifood, Apollo Education, and iSmart.

In addition to his professional expertise, Nam is passionate about training and developing young talent. He has spent over four years as a trainer at BMG and has actively participated in corporate training programs.

KEY PROJECTS



PROFESSIONAL SKILL

- Digital Marketing Strategy
- Paid Advertising (Meta, GG, Tiktok)
- Search Engine Optimise
- Automation Marketing
- Data Analytics (Looker studio, Big Query, SQL)
- Machine Learning (Tensorflow, CNN, Tuning)
- CDP and CRM Intergration
- Google Analytics 4 (Certificated)

AUTOMATION MARKETING SUPERVISOR (From July 2025 – now) APOLLO ENGLISH

Apollo English is recognized as the leading English center in Vietnam. I am responsible for managing a large nationwide advertising budget and designing systems to nurture potential customers.

SEO MANAGER (From May 2024 – May 2025) VEN - AUSTRALIA MARKETING AGENCY

Ven is a technology company in Australia that has been providing e-commerce website software solutions for small and medium-sized businesses in Australia for over 11 years. Here, I am responsible for optimizing search to help the company and its partners find new customers through search channels.

● **DIGITAL MARKETING LECTURER** (From Nov 2020 – now)
BMG INTERNATIONAL EDUCATION

BMG Education is a market leader in marketing education training since 1999. Teaching at BMG help me to find potential marketing talent.

● **DATA ANALYST** (From Nov 2022 - Mar 2023)
OVERDOSE - NEW ZEALAND MARKETING AGENCY

Overdose is a New Zealand-headquartered global agency working for big global e-commerce businesses. My responsibility is to help clients install advanced reporting and measurement systems that improve media performance. Some of my clients: DKNY, Patagonia, Remedy drinks

● **SEO MANAGER** (From Nov 2021 - Oct 2022)
RED2 DIGITAL - PERFORMANCE MARKETING AGENCY

RED2 is a performance-based agency working with SEA clients in Singapore, Thailand, the Philippines and Vietnam.

● **DIGITAL MARKETING MANAGER** (From Sep 2019 – Nov 2020)
AHAROOMS INTERNET

AHAROOMS is a hospitality startup that helps traditional hotels undergo digital transformation. Backed by nearly \$1 million in venture capital funding, the company leverages technology to modernize and optimize hotel operations.

● **FOUNDER, DIGITAL MARKETING MANAGER** (Feb 2014 – Dec 2018)
GOHA.VN – Digital Marketing Agency

Goha is a performance-based marketing agency specializing in the SME segment, delivering data-driven strategies to drive growth and maximize ROI.

EDUCATION

- Master of Business Administration at Andrews University (2020 -2023)
- Data Analytics and Machine Learning at Coder School (7 to 10-2021)
- Google Advertising & Analytics at Google Academy (2012)
- Applied Marketing Professional at BMG Education (2011-2012)
- Information Technology at HCM Bach Khoa University (2005-2010)