



Chan Dang Tran Bao

DIGITAL STRATEGIST

Data-driven marketer with deep business knowledge, updated with latest developments in the digital marketing landscape. Increase customer lifetime value using customer journey mapping, understand customer touch-points, buying behaviour & purchase intent.

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📅 Date of birth 20/06/1992
🔗 <https://chandang206.github.io/Portfolio/>
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Languages

English

Vietnamese

Skills

Social Media (PPC + Advertising)

SEO/SEM

Strategic Planning

Data Analysis

Content Marketing (CMS)

Agility & Adaptability

Creative Problem Solving

Computer skills

Coding (HTML, CSS, Python, JavaScript)

Data Analytics & Querying (SQL, Sqlite3)

Photo & Video Editing Basics

Marketing Automation & CRM

Microsoft Office



Education

From 2014 to 2016 **Bachelor of Communication (Professional Communication)**
[RMIT University Vietnam](#) Saigon South Campus

From 2012 to 2014 **Diploma of Commerce**
[RMIT University Vietnam](#) Saigon South Campus

Certifications

Since July 2022 **Content-Led SEO**
[SEMRush Academy](#) Professional Certificate

Since January 2019 **Google Data Analytics**
[Google](#) Professional Certificate

Since November 2018 **Facebook Social Media Marketing**
[Facebook](#) Professional Certificate

Since June 2019 **Digital Platform Management + Performance Digital Marketing (Advanced)**
[AIM Academy](#) Professional Certificate

Work experience

From August 2021 to November 2021 **Digital Marketing Manager (Contract)**
[JSLancer](#) 171A Hoang Hoa Tham St., Tan Binh Dist., HCMC, Vietnam

- Developing, implementing and overseeing digital marketing campaigns & advertising techniques.
- Enhancing brand awareness, driving traffic to the company's website and generating sales leads.
- Identifying and testing new digital platforms and tools.
- Optimising marketing campaigns using analysing tools.
- Oversees the marketing team and provides support.

From February 2021 to June 2021 **Marketing Director (Contract)**
[iWorldSchoolOnline](#) Seattle, Washington, United States

- Responsible for their company's marketing and communications strategies, as well as overall branding and image.
- Plan and execute a marketing strategy for the organisation and for new and existing products or services.
- Oversee the implementation of the marketing strategy.
- Create and manage a calendar of events such as webinars, conferences and thought leadership contributions.

From September 2020 to January 2021 **Digital Brand Consultant (Contract)**
[Cao Thang Eye International Hospital](#) 135 Tran Binh Trong St. ,Dist 5, HCMC

- Research and evaluate the current state of the brand's business.
- Consulting on building effective and sustainable brand strategies.
- Consulting/designing/building brand identity for the firm.
- Building a communication strategy for the brand.

Assets

Github

Blog articles

Inforgraphics

Content (Videos + Images)

Interests

Coding

Motorcycles

Martial Arts

Sport

Photography

Travelling

Books

Music

Archaeology



Work experience

From March 2019 to
September 2020

Digital Marketing Specialist

[Orient Software Development Corp.](#) 5th floor, Suite 5.8, e.town 1 building, 364 Cong Hoa Str, Ward 13, Tan Binh Dist, Ho Chi Minh City

- Plan, develop and implement effective SEO and PPC strategies.
- Support Marketing Manager with budget planning and control online marketing campaigns.
- Create and manage link building strategies, content marketing strategies, and social media presences.
- Forecast marketing campaign growth and ROI for marketing campaigns.
- Manage email and social media marketing campaigns.
- Manage the activities and contents of company's digital channels.
- Use SEO/Digital marketing tools: Google Webmaster Tool, Google Analytics, SEMRush (or similar tool), Facebook Ads, Google Adwords and other relevant tools.
- Drive traffic to company pages and generate leads.
- Measure and report performance of marketing campaigns, gain insight and assess against goals.

From April 2016 to
September 2018

Social Media Administrator

[SHOEfabrik Ltd.](#) Street 8, Trung Son Residence, District 8, HCMC

- Setup and optimising company pages within each social media platform.
- Build and execute social media strategy through competitive and audience research.
- Own the day-to-day management of social and digital channels for brands, including scheduling, monitoring and outreach.
- Contribute to monthly and reactive social content.
- Write website copy and newsletters.
- Run community management on a number of clients, building relationships and conversations for brands online.
- Identify and push new and exciting social content formats and opportunities – both planned and proactively.
- Work closely with social and digital strategists, designers and creatives.

From September
2015 to January
2016

Communication Intern

[RMIT University \(Industry Engagement/ Executive Education, Alumni Relation\)](#) 702 Nguyen Van Linh St, Tan Hung Ward, District 7

- Build and develop new business relationship for the campus.
- Meeting with potential clients to promote the university.
- Contact suppliers, investors, sponsors for promotional events.
- Support and organise professional short learning courses for enterprises.
- Hold networking events between alumni and students for advising as well as career opportunities.

From April 2015 to
September 2015

Contract/ Internship/ Account (Client) Assistant

[AVC EDELMAN \(Starbuck Vietnam, HP Vietnam, YourSingapore \(STB\), CropLife Vietnam, Danzka Vodka\)](#) 180-192 Nguyen Cong Tru Street., District 1

- Develop social content and schedule for highest engagement.
- Reporting on the campaign's progress.
- Support pitching new clients with line manager.
- Meeting clients to discuss their advertising needs.
- Negotiating with clients, solving any problems and making sure deadlines are met.
- Crisis management support.
- Generate and propose concepts ideas/strategic plans for advertising/PR campaigns.
- Document translating upon manager's requests.
- Contract forming for freelancers, suppliers.
- Research (market, competitors, consumer's behaviour) to identify appropriate strategies and stay on top of trends.