

Leonardo Tuan Nguyen Huu Hoang

AI Growth Marketer | Technical Growth Marketer | Marketing Automation Builder

Hanoi, Vietnam

Phone: 0911.251.775

Email: nguyenhuuhoangtuan.ftu@gmail.com

Telegram: @leonardo_tuan

English: TOEIC 750 / B2

PROFILE

AI Growth Marketer with 7+ years of experience across paid acquisition, SEO, conversion optimization, analytics, and marketing automation. Combines performance marketing with hands-on technical execution: building AI-assisted content engines, ad optimization tools, tracking pipelines, dashboards, and workflow automation systems. Strong fit for growth teams that need someone who can analyze, execute, and build the marketing infrastructure behind scalable acquisition.

CORE COMPETENCIES

- **Paid Acquisition:** Meta Ads, Google Ads, TikTok Ads, Zalo Ads, campaign structure, creative testing, CPI/CPL/CPA optimization
- **AI Growth Systems:** LLM workflows, AI content generation, AI ad review, prompt engineering, AI-assisted SEO, agent workflows
- **SEO & Content:** Technical SEO, semantic SEO, keyword research, content hubs, internal linking, schema, Google Search Console
- **Analytics & Tracking:** GA4, GTM, Looker Studio, Power BI, Tableau, Meta Pixel, event tracking, funnel reporting
- **Marketing Automation:** Python, PHP, JavaScript, Selenium, Playwright, API integrations, WordPress REST API, Google APIs
- **Web & Product:** WordPress, Next.js, HTML/CSS/JS, MySQL, SQLite, Nginx, VPS, Docker, Cloudflare, Vercel

EXPERIENCE

AI Growth Marketer / Technical Growth Marketer

BrioGolf / BestShot | Jun 2025 - May 2026

- Led growth marketing for **BestShot**, a mobile golf game for iOS, Android, and web, covering Meta paid acquisition, creative testing, web-to-app funnels, landing pages, app positioning, analytics, and launch planning.
- Managed Meta paid acquisition, driving **988 Meta-attributed iOS installs** on **CA\$1,143.01** spend at **CA\$1.16 blended CPI**.
- Optimized the main US/Canada campaign to **838 installs** on **CA\$851.71** spend at **CA\$1.02 CPI**, with US acquisition reaching **764 installs at CA\$0.91 CPI**.
- Identified top-performing creatives through ad-level analysis: **BeatmeVideo** drove **426 installs**, while **Image_3ShotsOnly_2026-04-27** produced **116 installs at CA\$0.87 CPI** with **3.49% CTR**.
- Built AI-assisted creative workflows using gameplay clips, Gemini-assisted timeline analysis, CTA overlays, and automated short-form video production for Reels/Shorts-style assets.
- Supported BrioGolf/GolfWithBrio growth work across golf course SEO pages, technical SEO, website tracking, content structure, deployment notes, and source-code handover.

Digital Marketing Leader

Pan American Travel | 2022 - 2025

- Managed **\$365K+** in Google Ads and Facebook Ads spend, generating **132,606 leads**, **35,543 qualified deals (26.8% lead-to-deal rate)**, and **1,600 closed deals** worth **\$18.73M revenue** (~469.9B VND), with ad spend/revenue efficiency of **1.95%**.
- Generated nearly **5B VND in SEO-attributed revenue**, including **2.2B VND in 2024**, through technical SEO, content strategy, website performance optimization, and search visibility improvements.
- Built dashboards in Looker Studio, Power BI, and Tableau to track ads, leads, deals, revenue, and marketing team performance.
- Automated email reports, task tracking, lead/deal reporting, and CRM workflows using Google Sheets, APIs, and custom scripts, saving **20+ hours/week** of manual work.
- Built and optimized WordPress websites, landing pages, tracking setup, and site-speed improvements to support paid and organic conversion paths.
- Managed and trained marketing team members on SEO, campaign reporting, landing page optimization, and data-driven decision making.

Marketing Executive

Nam Thanh Travel | 2019 - 2021

- Managed Google Ads campaigns for B2C flight-ticket keywords, optimizing ad copy, keyword structure, and acquisition cost.
- Built and executed SEO strategy across keyword research, on-page SEO, technical SEO, off-page SEO, and link building.
- Trained content writers on SEO writing, image optimization, internal linking, and page structure.

SELECTED GROWTH PROJECTS

Xe Hung Long - AI-Assisted SEO & Full-Funnel Growth

- Built an AI-assisted SEO content engine for a Vietnamese transport company, scaling the CMS from near-zero blog presence to **452+ published articles** across **320+ keyword clusters**.
- Used Ahrefs, GSC, GA4, and Gemini-assisted workflows to plan route, tourism, food, seasonal, commercial, and brand content.
- Built GA4/GTM/GSC tracking with custom events for scroll depth, form starts, phone clicks, Zalo clicks, booking clicks, and payment button clicks.
- Created Python automation for GTM setup, CMS sync, SEO optimization prompts, GA4/GSC/Facebook reporting, and Google Ads auditing.
- Grew organic clicks to roughly **5,400 clicks/28 days**, up **+11.8% MoM**, while expanding non-brand organic discovery.

AI Ads Optimization & Reporting Tools

- Built a self-hosted Meta Ads Manager alternative with AI ad reviews, creative variation generation, recommendation rules, automation rules, spend controls, approval workflows, and audit logs.
- Created Google Ads audit/reporting tools for Koobiz, extracting campaigns, ad groups, keywords, search terms, assets, quality scores, recommendations, change history, demographics, devices, geos, budgets, and time-series data.
- Generated HTML reports with KPI dashboards covering spend, CTR, CPC, CPA, ROAS, impression share, search term quality, demographic breakdowns, and prioritized action plans.
- Diagnosed growth blockers including misconfigured conversion tracking, Smart Bidding learning resets, thin campaign budgets, search term leakage, and ROAS blindness from zero-value lead events.

AI Content Production & Distribution Systems

- Built AI content workflows using Gemini, GPT, CrewAI/LangGraph-style pipelines, TTS, Remotion, Whisper captions, ffmpeg, and WordPress REST API.
- Generated **60+ production SEO articles** for Singapore corporate service topics using a multi-agent pipeline covering research, titles, outlines, writing, auditing, and auto-fixing.
- Built DOCX-to-WordPress publishing automation with image extraction, compression, SEO naming, internal linking, Google Drive integration, and AI-assisted publishing tools.
- Built short-form video systems for Founder Lore, English learning, math/physics, and game creatives, including AI scripting, voiceover, captions, cover images, metadata, QA checks, and Reels/Shorts publishing.
- Built Autosocial, a self-hosted dashboard for scheduling, publishing, and tracking videos across Facebook Reels, Instagram Reels, YouTube Shorts, and other short-form channels.

AI Product-Led Growth Systems

- Built AI career guidance products such as PathAI / huongnghiepai.vn with multi-stage assessments, AI-generated reports, referral codes, shareable reports, vouchers, coupons, paid unlocks, and admin analytics.
- Designed freemium-to-paid funnels, pricing psychology, social-sharing discounts, email automation, affiliate/coupon campaigns, and gamification systems.
- Built KairoxBuild, a micro-SaaS platform combining AI career tools, SEO utilities, English learning, payments, referrals, badges, leaderboards, daily rewards, and content marketing infrastructure.

EDUCATION

Foreign Trade University

Major: International Economics

GPA: 3.2/4.0

TECHNICAL SKILLS & TOOLS

- **Languages:** Python, PHP, JavaScript, HTML, CSS, SQL
- **AI/LLM:** OpenAI, Gemini, Claude, CrewAI, LangGraph/LangChain, prompt engineering, AI agents, TTS, image/video generation
- **Advertising:** Meta Ads, Google Ads, TikTok Ads, Zalo Ads, Meta Marketing API, Google Ads API
- **Analytics:** GA4, GTM, GSC, Looker Studio, Power BI, Tableau, Microsoft Clarity, Plausible
- **SEO Tools:** Ahrefs, Semrush, Screaming Frog, Ubersuggest, GSC, custom crawlers
- **Automation & Web:** Selenium, Playwright, WordPress REST API, Google APIs, API brokers, Zapier, Google Sheets, WordPress, Next.js, Docker, VPS, Cloudflare, Vercel