

LE DIEP TRONG TOAN

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SUMMARY OF QUALIFICATION:

- A dynamic, patient and open-minded person who has passion of Computer and Internet as a part of life. Having wide digital commerce knowledge range including Digital marketing, SEO, E-commerce, Network administration, Web design and Graphic design.
- Enjoy technical & able to work with high technology equipment.
- A quick learner who can adsorb technical ideas & awareness to work efficiently.

RELEVANT SKILLS & ACHIEVEMENT

Digital Marketing Strategy Plan & Executive

- Creating strategy digital marketing for marketing campaign.
- Planning & executing digital marketing campaign.
- Managing & optimizing strategy to get best result.
- Analyzing & restructure strategy to get better result.
- Consulting new technology in digital to maximize result with efficient budget.
- Good knowledge of all modern digital marketing.
- Optimizing Google Ads and Facebook Ads to get leads with affordable price.
- Building and optimizing social media such Fan Page or other social networks to get viral and build brand awareness

Digital Audit

- Auditing digital status of Business.
- Planning general digital strategy including digital suitability, digital marketing, digital platform, digital tools and digital solution.
- Suggestion solution system for digital transformation.
- Suggestion digital tools suitable for business.
- Optimization digital transformation for business system such as Digital Marketing, Customers Journey, Social CRM and Automation Marketing CRM.

Marketing Automation Plan and Executive

- Planning & set up strategy with marketing automation to optimize customer relationship with organization to increase profit.
- Execute plan with famous automation system such as Getresponse and Infusionsoft.
- Optimization customer's life and customer's funnel to help business improving revenue.
- Combination Email Marketing in Automation to push customer care service.
- Setting up Chatbot automation to optimize remarketing and customer care.

S.E.O and SEM Knowledge and Skills

- Consulting keywords to SEO websites.
- Copy-writing of website content to push SEO efficiently.
- Utilizing Google Analytic, Google Webmaster, Moz and Alexa ranking to analyze website efficiently.
- Good knowledge of On-page and Off-page SEO.
- Understanding all techniques to push website quickly and safely.
- Utilizing social media and blog network for SEO.

Design and Optimize Website

- Design website using Joomla, WordPress, Magento, Drupal and CSS.
- Creating financial website for Financial Market Division.
- Ability to design banner and brochure graphic for website optimization.
- Ability to use Fireworks, Photoshop, Dreamweaver and InDesign to optimize website graphic.
- Administration for 15 commercial websites.

E-Commerce Knowledge.

- Good E-Commerce knowledge including process, transaction and model business.
- Understanding and improving E-Commerce in Banking when working at E-Banking.
- Understanding e-transaction and online banking clearly.
- Joining in to build up system for Internet Banking.
- Working as middle man between Financial Division and IT Company to set up new products and testing program.

Hardware and Network Administration

- Have more than 5 years experience about computer hardware, knowing how to setup a computer with high integration and high performance.
- Have learned about Network Administration (MCSA) and completed with high-grade score.

PROJECT

- **SG VISA** – General Digital Marketing Strategy & SEO Campaign
- **FV Hospital** – General Digital Marketing Strategy
- **UKA International School** – Grand Opening Event
- **Phunu8 Website** – SEO Campaign
- **Sparkling Website** – SEO Campaign
- **California Fitness & Yoga Lifestyle**– SEO Campaign
- **Wood Website (congtygo.com)** – SEO Campaign

WORK HISTORY

- **Digital Marketing Team Leader**, SG VISA Ltd., HCM, 05/2017 – 07/2018.
- **Digital Marketing Team Lead**, Sparkling Investment & Trading Co., HCM, 03/2016 – 05/2017.
- **Senior SEO Officer**, California Fitness & Yoga Centers, HCM, 03/2015 – 03/2016.
- **SEO Officer**, TPF Vietnam, HCM, 03/2014 – 03/2015.
- **IT Consulting**, Financial Market Division, Asia Commercial Bank, HCM, 2010 - 2014.
- **Technical Officer**, E-Banking Department, Asia Commercial Bank, HCM, 2009.

EDUCATION

- **Bachelor of Commerce**, RMIT International University, HCM
- **SEO Certificate**, Nhat Nghe Network Training Center, HCM
- **Network Administration**, Nhat Nghe Network Training Center, HCM
- **Joomla Essential**, Nhat Nghe Network Training Center, HCM