

# Nguyen Phuc Loc.

Senior Performance Marketing Executive

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## About me

Performance Marketing professional with 4+ years of experience scaling multi-channel paid media (Meta, Google, TikTok) across e-commerce and consumer brands. Track record of driving measurable growth — from 30x TikTok Shop GMV and billion-VND revenue scaling at PlayAh!, to 10x organic traffic growth at POPS Worldwide. Skilled in ROAS-driven budget optimization, AI-powered automation, and full-funnel execution from creative to conversion.

## Work Experience

**Performance Senior Executive** @ PlayAh! / Full-time Dec 2024 - Present

- Manage and optimize multi-channel paid media budgets across TikTok, Meta, and Google using ROAS- and marginal return-driven decision-making to maximize scalable profitability.
- Scale website revenue by 10x within 2 months by deploying a multi-channel paid media strategy across Google Ads (Performance Max, Search), TikTok Spark Ads, and Meta-to-Web conversion campaigns.
- Scale Meta Ads performance by 2x month-over-month through AI-automated conversion funnels while sustaining ROAS above 5.
- Achieve 30x+ TikTok Shop GMV growth from zero to billion VND within 2 months, maintaining ROAS consistently above 10 and driving brand to #1 ranking in category.
- Mentor junior marketers and coordinate cross-functional stakeholders (creative, operations, affiliates) to improve execution quality and campaign effectiveness.

**Digital Marketing Executive** @ WorkFlow Space / Contract May 2024 - Present

- Lead end-to-end performance marketing campaigns with ~VND 300M budget, generating 2,000+ qualified leads and 4M+ impressions across two new branch launches in Go Vap and District 8.
- Rebranded full visual identity and designed conversion-optimized landing pages for paid campaigns, driving 400+ leads/month from website with 35–40% conversion rate.
- Oversaw production of 200+ creative assets, achieving 70%+ improvement in CTR through data-driven creative optimization.

**Digital Marketing Executive** @ TOMATO Children's Home / Full-time Mar 2023 - May 2024

- Design and execute integrated Marketing 360 strategy, scaling monthly student enrollment by approximately 3x while reducing cost per lead by 60%.
- Lead creative and performance optimization across social media, landing pages, and OOH, delivering 85% increase in CTR and improving overall media efficiency.
- Build and manage scalable email automation programs, driving open rates exceeding 60% across 40,000+ contacts

**Search Engine Optimize Executive** @ POPS World Wide / Full-time Mar 2022 - May 2023

- Partnered with Data, Product & Technology teams to define and execute the technical SEO roadmap, ensuring on-time delivery and measurable organic performance improvement.
- Scaled POPS Vietnam (pops.vn) to 10x monthly users (2.5M/month), while successfully launching POPS Kids (kids.pops.vn) and acquiring nearly 400,000 users within 6 months.
- Built and launched POPS Kids Learn, growing 10K+ new users within 4 months in a competitive education vertical.

## Projects

**Founding Member** @ Đại Học ĐỪNG HỌC ĐẠI" & "Đi Làm ĐỪNG ĐI LẦM / Self-employment Jan 2021 - Present

- Co-founded and scaled two educational communities reaching approximately 3M and 1M members respectively within 12 months.
- Help students and early-career professionals identify suitable schools, academic majors, and long-term career directions aligned with their interests.

## Education

**FPT University** @ Bachelor of Digital Marketing, Graduated with Honors (9.4 /10) May 2019 - Mar 2023

## Skill

- Paid Ads: Meta Ads, Google Ads (Performance Max, Search), TikTok Ads (Spark, GMV Max), Zalo Ads
- Analytics: Google Analytics, Google Tag Manager, LookerStudio
- SEO/SEM: Technical SEO, Ahrefs, SEMRush
- Automation: N8N, Email Marketing, AI-powered Funnels
- Web & Design: WordPress, Shopify, Figma, Ladipage
- Core: ROAS/CPA/CPL Optimization, Budget Management, CRM