

HONG NHUT NGUYEN

DIGITAL MARKETING CONTENT

A content-focused digital marketer with practical experience in SEO content development, branding articles, PR writing, social media content, and multi-channel campaign execution. I have worked across beauty, healthcare, and lifestyle sectors, with strengths in content planning, audience insight, and cross-functional collaboration. My long-term goal is to grow into a Content Strategist role, building integrated content systems that not only strengthen brand value but also deliver measurable business results.



RECENT EXPERIENCE

2022 - Present

LINH ANH REGION AESTHETIC COMPANY LIMITED

Content Team Leader

SEO Content

- Trained, managed, and assigned tasks to the Content SEO team.
- Developed monthly and quarterly keyword topic plans in collaboration with the SEO team.
- Created content outlines, wrote and audited articles, and developed mind maps for topic cluster, funnels, SEO internal linking implementation.
- Managed Google Maps content, reviewed customer feedback, and coordinated with relevant departments (Sales, branches) to enhance customer experience.
- Developed the YouTube channel "Linh Anh International Beauty".

Performance Marketing Content

- Implemented landing page briefs for beauty industry services to optimize both SEO and paid advertising performance across Google Ads, Facebook Ads, TikTok Ads, YouTube Ads, and Zalo Ads.
- Collaborated on developing and executing integrated Digital Marketing plans, including social media planning and multi-channel communication content production.
- Planned and edited video content for multiple platforms, including Facebook, TikTok, and YouTube.
- Worked closely with the UX/UI Design team to propose interface improvements and conversion-focused website features such as pop-ups, sidebars, headers and navigation bars.
- Coordinated with the Wordpress Developer and SEO teams to report on and analyze customer behavior through GA4 & Looker, generating ideas to improve website conversion performance.

Content Branding

- Produced news and event articles for the website and optimize content to ranking Top Google.
- Planned and executed PR articles for media publications and internal communications.

EDUCATION

University of Social Sciences and Humanities
– Vietnam National University, Ho Chi Minh City

Major: Linguistics (2016 - 2020)

Certificate: HSK 3
Language: Chinese

SKILL

Professional Skills

- Content Writing & Copywriting
- Content Strategy (SEO, Branding, Performance)
- Photoshop, Canva
- Training AI (Chat GPT, Gemini, Perplexity,...)

Soft Skills

- Team Management
- Problem Solving
- Analytical Thinking
- Creativity
- Persuasion

Other Skills

- Office Informatics
- Book reading
- Bilingual: Chinese – Vietnamese

CONTACT

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🌐 <https://www.facebook.com/hongnhut2304/>

HIGHLIGHT

- Strong experience in SEO content planning and execution
- Able to combine creative storytelling with performance-driven thinking
- Experienced in writing for websites, landing pages, PR articles, social media, and video scripts
- Familiar with Google Analytics 4, Google Search Console, and audit content
- Strong understanding of beauty, healthcare, cosmetics, and wellness content
- Confident in team coordination, training, and content management
- Leveraged AI to enhance work efficiency

ACHIEVEMENTS

- Helped grow website traffic from 5,000 to ~ 300,000 traffic per month (2022 - 2024); from 3,500 to 50,000 traffic per month (2024 - 2026)
- Contributed to achieving Top 1 ranking in the Permanent Makeup (PMU) (2022 - 2024)
- Grew monthly view for the Linh Anh International Aesthetic YouTube channel from 35,000 to 100,000 (2025 - 2026)
- Led the content direction and structure for the entire Linh Anh Premium website (2025 - 2026)
- Leveraged AI to boost productivity from 35 to 45 articles per month (2025 - 2026)

2021 - 2022 HEAD CAPITAL COMPANY

Content Marketing Executive

- Developed campaign content ideas for IEO launches, token listing events, and AMA activities.
- Planned and created daily content for Facebook, Twitter, and Telegram.
- Produced SEO articles based on assigned keywords.
- Wrote content on Crypto, Metaverse, and market updates.
- Worked with designers to produce communication materials and banners.
- Created reminder posts and seeding content to increase engagement in Telegram groups.

Achievements:

- Grew Twitter to 11,000 followers within 2 months.
- Supported campaigns that increased the trading platform by 200,000 members in 2 months.

OTHER EXPERIENCE

02/2021 - 06/2021

MR.HYUN COMPANY

Content Marketing Executive

- Managed and maintained the company fanpage.
- Developed content ideas and coordinated with related teams.
- Researched Chinese TikTok trends and proposed ideas for the CEO's personal TikTok channel.
- Supported additional marketing tasks as required.

01/2020 - 02/2021

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Content Marketing Executive

- Managed Facebook, Zalo, Instagram, and YouTube content.
- Maintained fanpage operations and supported customer interaction.
- Planned weekly and monthly content calendars.
- Wrote advertising content, PR articles, and landing page content.
- Worked with designers on campaign materials and visual content.
- Collaborated with SEO staff on keyword research and website articles.
- Conducted market research and supported promotional planning.

04/2020 - 12/2020

ACTION MEDIA TECHNOLOGY COMMUNICATION

Content SEO

- Wrote SEO content based on provided outlines.

09/2019 - 12/2019

MY NGOC TECHNOLOGY AND COMMUNICATION

Content SEO

- Wrote SEO content based on keyword direction from the SEO team
- Covered fashion and mother-and-baby topics.

06/2019 - 09/2019

VIETSTAR INTERNATIONAL TRAVEL COMPANY

Content Marketing Intern

- Content Marketing position
- Detailed responsibilities can be added later.

REFERENCE

LINH ANH REGION AESTHETIC COMPANY LIMITED

GOOGLE MANAGER

- Full name: Ba Quang Nguyen
- Phone number: 0903 032 560

CREATIVE MANAGER

- Full name: Tram Nguyen Tran Bao
- Phone number: 076 4140818