

DO TIEN NGHIA

PERFORMANCE MARKETING LEAD

Performance Marketing | Digital Growth | Paid Media | Data & Automation

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PROFESSIONAL EXPERIENCE

Performance Marketing Lead

12/2025 - 08/2026

| FoxScore - Sports App

Led Performance Marketing and App Growth for an Android and iOS sports app, covering acquisition strategy, budget allocation, KPI management, campaign optimization, measurement, and cross-functional execution.

- Managed and allocated a monthly advertising budget of nearly USD 80,000 across Meta Ads, Google Ads, and TikTok Ads, optimizing spend by channel, operating system, campaign performance, KPI targets, and user quality.
- Developed performance strategies and KPI frameworks covering installs, registrations, CPI, CPA, CVR, DAU, retention, and user quality, using campaign and funnel data to guide optimization and scaling decisions.
- Coordinated UA, Performance Marketing, and ASO activities, assigned responsibilities and priorities, and monitored team and campaign performance against growth objectives.
- Analyzed acquisition funnels and campaign performance across channels and operating systems to identify growth opportunities and improve acquisition efficiency.
- Managed MMP measurement and attribution, including event tracking, postbacks, funnel validation, and SDK implementation in coordination with Product, Development, and technology partners.
- Built an API-connected performance dashboard integrating Meta Ads, Google Ads, and TikTok Ads data for near-real-time monitoring, automated reporting, and data-driven budget optimization.

Performance Marketing Lead

08/2024 - 09/2025

| Rainier Window Film

Led Performance Marketing initiatives focused on lead generation, customer acquisition, conversion optimization, and measurable business growth.

- Managed Performance Marketing strategy, advertising budgets, KPIs, CRM, and Marketing Automation across customer acquisition activities.
- Optimized paid media based on lead volume, cost per conversion, revenue, conversion rate, and lead quality, reallocating budgets based on performance.
- Analyzed customer journeys and conversion funnels and built performance tracking and reporting systems to support data-driven optimization.
- Collaborated with Sales, Content, and Creative teams to improve lead quality, conversion rates, campaign creatives, and overall marketing efficiency.

Digital Marketing Lead

03/2021 - 06/2024

| TNA Group - Marketing Agency

Led Digital and Performance Marketing activities across multiple client projects, managing an average monthly advertising budget of approximately USD 30,000.

- Developed Digital and Performance Marketing strategies based on business objectives, budgets, KPIs, target audiences, and project requirements.
- Managed and optimized campaigns across Meta Ads, Google Ads, TikTok Ads, and Zalo Ads, covering media planning, budget allocation, audience strategy, creative testing, and conversion optimization.
- Planned team workloads, assigned responsibilities, coordinated internal and external resources, and worked with clients and cross-functional teams to ensure project delivery and KPI achievement.
- Analyzed campaign and customer funnel data to guide optimization; coordinated SEO, CRM, and Marketing Automation initiatives to improve traffic, lead management, and conversion performance.

Digital Marketing Specialist

03/2019 - 12/2020

| VSET Group - Multi-industry Group

Executed Digital Marketing activities across multiple products and services within the group.

- Managed and optimized multi-platform Digital Marketing campaigns across paid media, websites, social media, and email marketing; monitored KPIs, budgets, and campaign performance.
- Analyzed customer behavior and conversion funnels and coordinated with Content, Design, and related teams to improve Digital Marketing performance.
- Executed User Acquisition campaigns for VSInvest, a corporate finance app on Android and iOS, and collaborated with internal teams and external partners during product implementation.

TOOLS & PLATFORMS

Paid Media: Meta Ads, Google Ads, TikTok Ads, Zalo Ads

Measurement & Attribution: AppsFlyer, Google Analytics, event tracking, attribution, postbacks

Data & Automation: Microsoft Excel, Google Sheets, Google Apps Script, API integration, real-time dashboards, automated reporting

CRM & Lifecycle Marketing: CRM, Email Marketing, SMS, ZNS, Marketing Automation

AI & Workflow Automation: ChatGPT, Claude, Gemini, Manus; AI-assisted data analysis, reporting, content development, workflow automation

EDUCATION

Ho Chi Minh City College of Economics

International Business | 2012 - 2015