



CONTACT

LOCATION

Hanoi, Vietnam

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LINKEDIN

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CORE SKILLS

- 01 Growth Strategy
- 02 Paid Acquisition
- 03 SEO & Organic Growth
- 04 Analytics & Tracking
- 05 CRM & Lead Operations
- 06 Marketing Automation

TOOLS

- Google Ads
- Meta Ads
- TikTok Ads
- GA4 / GTM
- Search Console / Ahrefs
- Google Sheets / Apps Script
- n8n

EDUCATION

PTIT

Digital Marketing

Posts and Telecommunications Institute of Technology

GPA 3.2

ĐÀO TRUNG THÀNH

Ethan Dao

Growth Marketing & Marketing Operations

Growth-focused marketer with 5+ years of hands-on experience across paid acquisition, SEO, analytics, CRM and marketing automation.

About how I work

01

5+

YEARS

Hands-on digital marketing

02

20+

PROJECTS

Across multiple industries

03

10.05×

AVERAGE ROAS

Automotive paid acquisition

01 Profile

I turn marketing into measurable growth.

I work across paid acquisition, SEO, analytics, CRM, lead operations and marketing automation - connecting campaign execution with qualified demand and downstream business outcomes.

02 Recent experience

HAI PHONG CORP GROUP 2023 - 2026

Concurrent Marketing Roles Across 3 Operating Companies

View related work

Worked concurrently across three operating companies, owning hands-on growth, acquisition and marketing operations across automotive, overseas employment and education.

MITSUBISHI VIET HONG	HAI PHONG CONNECT	CTECH
Digital Marketing Leader	Growth Marketing & Marketing Operations	Growth Marketing & Marketing Operations
Case study	Case study	Case study

- Operated growth and marketing systems across three companies simultaneously within the same corporate group.
- Built Mini CRM systems for Hai Phong Connect and CTECH that have processed approximately 21,000 leads combined.
- Connected paid acquisition with lead quality, sales ownership and downstream business outcomes.

THALIC VOICE 2022 - 2023

Digital Marketing Leader

View related work

Led SEO, paid acquisition, content operations and internal marketing workflows for a public speaking and soft-skills academy.

- Increased organic website traffic by 500% within 12 months.
- Achieved an average ROAS of 6.0 across online and offline training campaigns.
- Reduced average CPC by 20% within three months; resolved 50+ technical website issues.

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CAREER FOCUS

Growth systems

Selected work

CRM & Lead Ops

Marketing Operations

WORKING STYLE

- Hands-on across strategy and execution.
- Systems-minded across acquisition, data and operations.
- Focused on measurable business outcomes.

TOOLS

- Google / Meta / TikTok Ads
- GA4 / GTM
- Ahrefs / Search Console
- Apps Script / n8n

MORE DETAIL ONLINE

About

Work

Contact

Ethan Dao

Growth Marketing & Marketing Operations

03 Earlier experience

VICI AGENCY

2020 - 2022

SEO & Google Ads Specialist

View related work

Executed search acquisition and local visibility work for restaurant clients in Hanoi.

- Ran Local SEO for 18 restaurants, helping them rank in the Top 3 on Google Maps within 6 months.
- Achieved 5.2x average Google Ads ROAS and attracted 55+ customers per restaurant per month.
- Increased organic traffic by 83% in 6 months and improved reservation conversion by 15% QoQ.

N KID GROUP

2019 - 2020

Sales Associate

Customer-facing retail experience that built an early understanding of sales conversations, buyer behavior and commercial execution.

- Consistently achieved 102% of monthly sales targets.
- Served an average of 50+ customers per day in-store.
- Supported promotional initiatives associated with a 15% year-over-year revenue increase in Q4 2019.

04 Selected project evidence

01 AUTOMOTIVE ACQUISITION

Mitsubishi Viet Hong

~300

VALID LEADS / MONTH

10.05x

AVG ROAS

View case study

02 GROWTH + LEAD OPERATIONS

Hai Phong Connect

3,047

RAW LEADS

30.0%

QUALIFICATION RATE

View case study

03 ADMISSIONS GROWTH SYSTEM

CTECH

18,215

RAW LEADS

1,056

ENROLLED

View case study

04 SEO + PERFORMANCE

Thalic Voice

+500%

ORGANIC TRAFFIC

6.0x

AVG ROAS

View case study

More project evidence is available at ethandao.com/work.

[Open portfolio](#)