Creative Presentation

2026 →

portfolio

Avie Vu

avievu.com

Vietnam, United States

avie.vu114@gmail.com

introduction

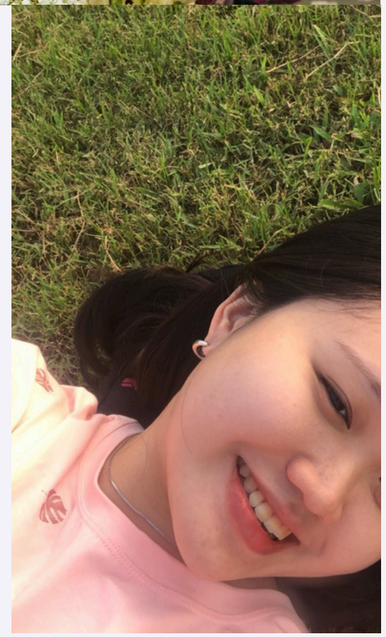


Hello, my name is Avie Vu

As a Growth Manager, I focus on building and scaling full-funnel growth systems across acquisition, activation, retention, and lifecycle. My experience spans paid media, CRM, email automation, content, SEO, and localized GTM, with a strong emphasis on using data to identify growth opportunities and prioritize high-impact experiments. At ComacPro and FPT School of Business & Technology, I managed end-to-end growth initiatives—from campaign strategy, audience segmentation, automation, and A/B testing to KPI tracking, conversion analysis, and budget optimization. I've improved funnel performance by reducing acquisition inefficiencies, strengthening lead nurturing and retention, and building scalable workflows that connect Marketing more closely with Sales and Product. My approach combines structured experimentation, performance analysis, and cross-functional execution to drive sustainable, measurable growth.







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my education

Although I originally studied Accounting, I recognized early in my academic journey that my strengths leaned toward creativity, communication, and problem-solving. By my second year of university, I made a deliberate decision to shift into marketing—a field that allowed me to combine analytical structure with strategic creativity. Today, as a Marketing Manager, I leverage both disciplines to deliver balanced, data-informed solutions that support brand growth and help clients achieve measurable outcomes.

National Economics University
Major: Accounting
GPA: 3.2/4

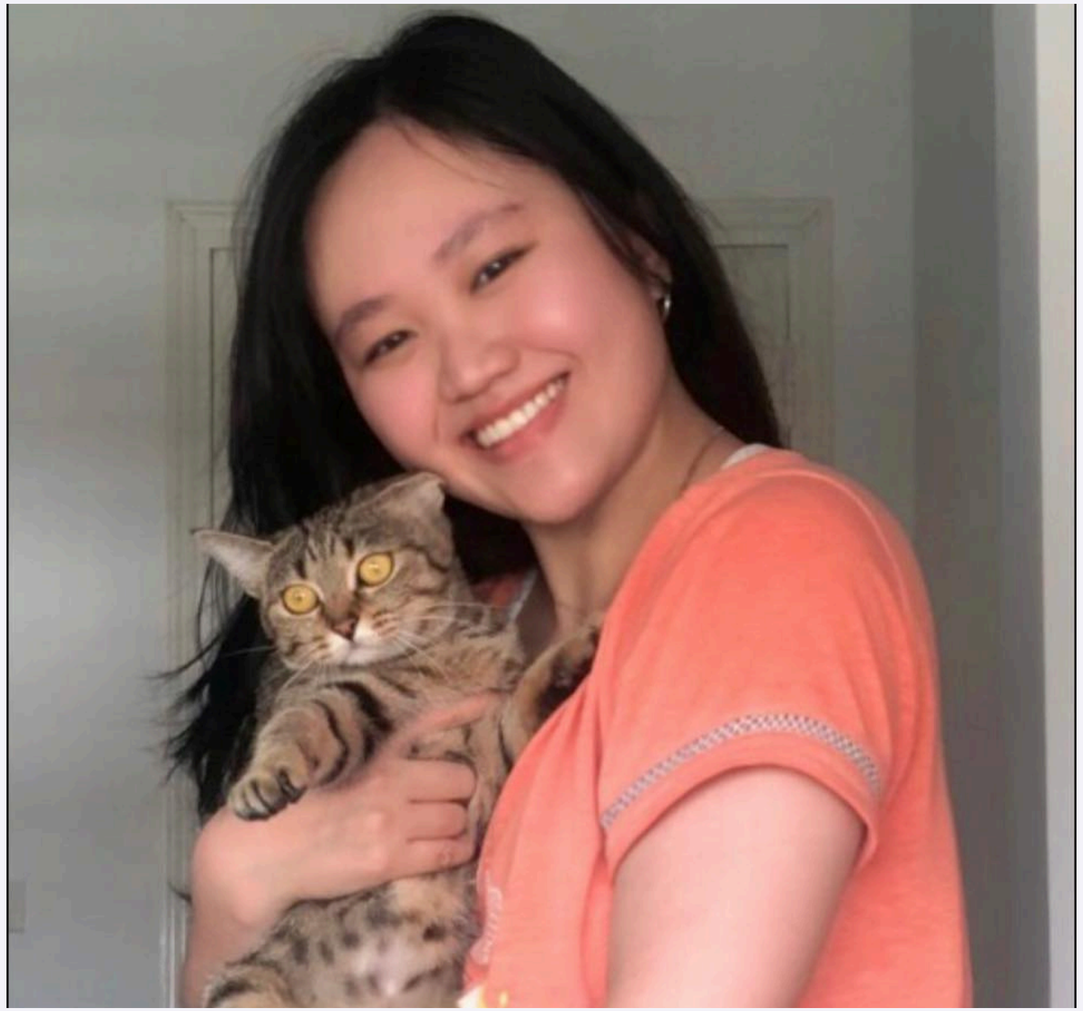


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personal skills

I combine strategic growth thinking with strong creative execution to build brands and campaigns that are both compelling and performance-driven. My strength lies in turning business goals into clear positioning, scalable content systems, and multi-channel growth strategies that support acquisition, engagement, and conversion.

Creative Direction

Strong sense of visual identity, brand positioning, and storytelling, with experience shaping creative concepts that stay consistent across campaigns and channels.

Content Strategy

Ability to plan and structure multi-platform content around audience needs, funnel stages, and business objectives—balancing brand building with measurable performance.

Copywriting

Clear, concise, and conversion-focused writing for social media, paid campaigns, landing pages, CRM, and other marketing touchpoints while maintaining a consistent brand voice.

Growth & Digital Marketing Execution

Hands-on experience across paid media, social, CRM, lifecycle marketing, SEO, and full-funnel campaigns, using performance data and experimentation to continuously improve acquisition, activation, and conversion.

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MARKETING & GROWTH MANAGER

MARKETING & GROWTH

Full-funnel acquisition, lifecycle, multi-channel and organic growth across fintech, executive education, fashion, beauty and F&B.

7	+240%	23B	−32%	4,000+
BRANDS & PROJECTS	PEAK TRAFFIC GROWTH	VND PEAK REVENUE	BEST CPA REDUCTION	USERS · CURRENT
2020 – 2026	FSB	THE RUSTICO	COMACPRO	ZOLTMONEY

SELECTED WORK

01	**COMACPRO**	Marketing Manager · 2023-Present
02	**FSB**	Digital Mkt Manager · 2023-2024
03	**The Rustico**	Marketing Comms Manager · 2021-2023
04	**Junhee**	Digital Marketing Specialist · 2020-2021
05	**Nem & Nom**	Digital Marketing Specialist · 2024
06	**Vegan Super**	Content / Digital Content · 2022
07	**ZoltMoney**	Growth Manager · 2026-Present

CONTACT

[email] · [phone] · [city / country]

GROWTH MANAGER
2026 – PRESENT

EDGE · SEO/AEO/GEO + LIFECYCLE GROWTH

ZOLTMONEY

Cross-border remittance fintech · diaspora & NRI money transfer

Building the **organic + lifecycle growth engine** for a multi-corridor remittance app. Owning content, SEO, email and new-corridor GTM across three send regions and three destinations, with a user base now past 4,000 in India and 300+ in Vietnam & the Philippines.

4,000+	300+	$12.8K	548	180+
USERS INDIA CORRIDOR	USERS VIETNAM & PHILIPPINES	REVENUE LAST 30 DAYS	ORGANIC INSTALLS LAST 30 DAYS	SEO / AEO / GEO POSTS TRIPLE-OPTIMIZED

◆ ORGANIC GROWTH (SEO/AEO/GEO)

Built a pillar-cluster **content engine** across remittance, tax and fintech, plus corridor and currency landing pages, all optimized to scale for search and LLM citation and to feed organic installs.

◆ LIFECYCLE & EMAIL

Rebranded and launched **email programs**, nurture sequences and broadcast, with onboarding and corridor-launch journeys that lift activation and bring users back to transfer again.

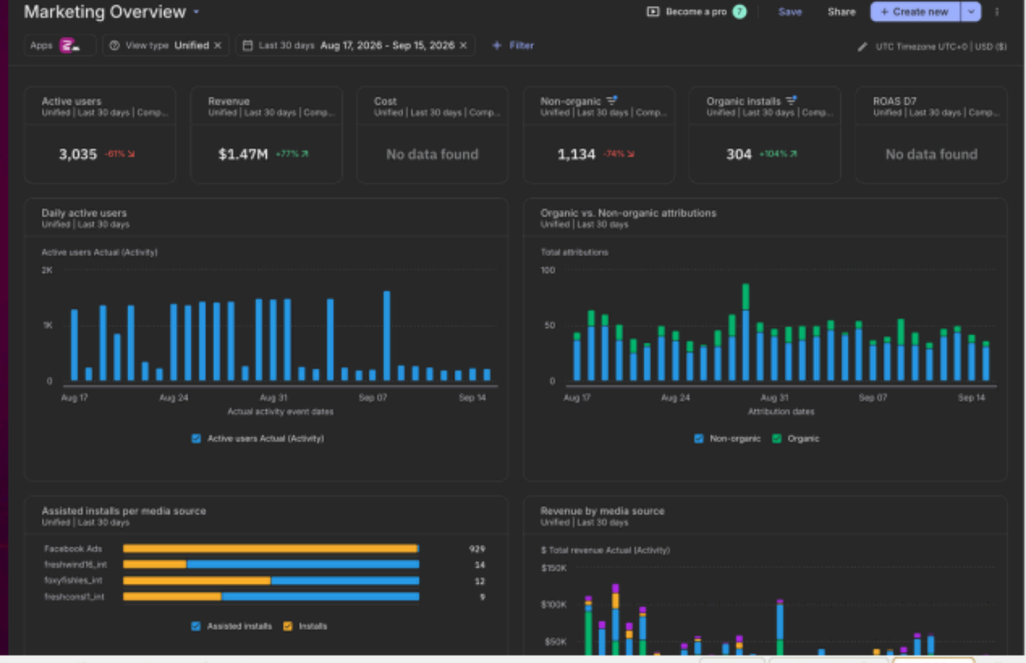
◆ NEW-CORRIDOR GTM

Drove Vietnam & Philippines go-to-market with **social calendars, creator briefs and Meta ads**, diaspora targeting and 3-language app-store listings to open new corridors.

SCOPE

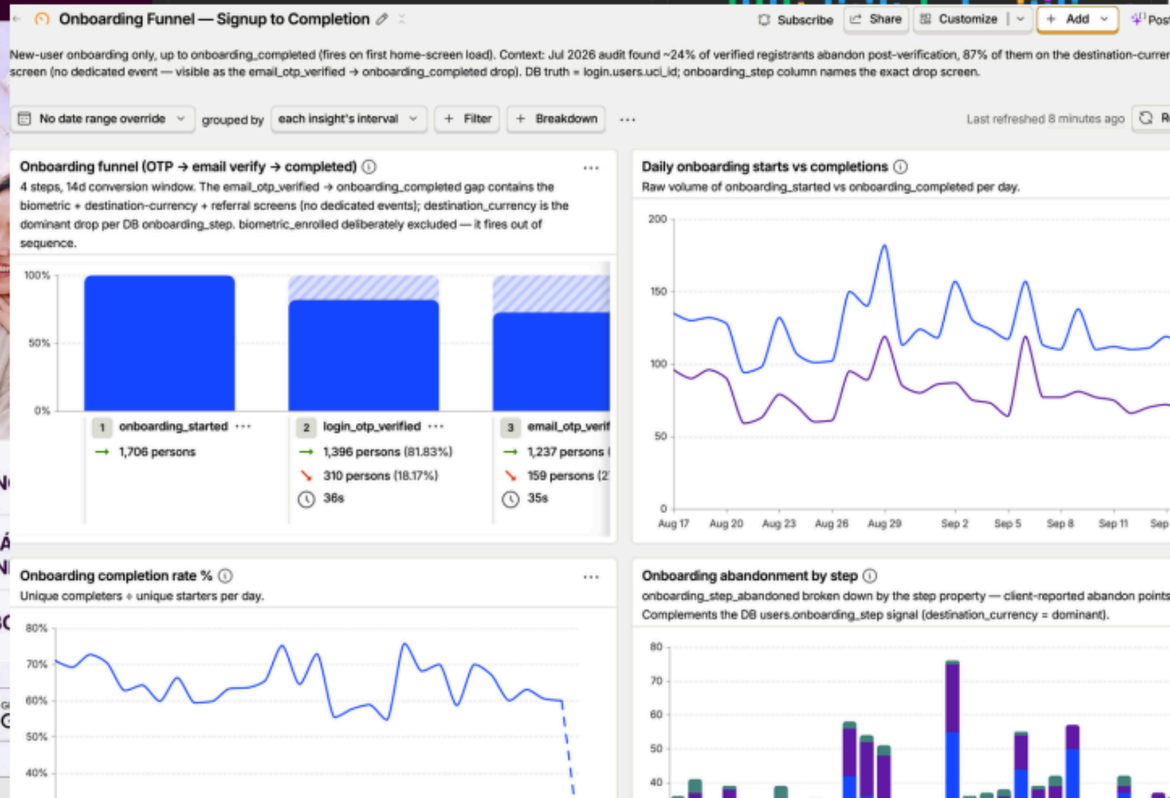
SEO/AEO/GEO · Lifecycle / Email · Social · App Store · Brand · Localization


ZoltMoney
NHẬN NGAY 10€
NGAY KHI ĐĂNG KÝ TÀI KHOẢN
Google FX Rate
0 phí chuyển đổi
Hỗ trợ 24/7
Tải app ngay
Được tin tưởng bởi các đối tác hàng đầu
PLAID
JPMorganChase
aws
ivy
BlindPay
persona


Marketing Overview
Active users
3,035
Revenue
$1.47M
Cost
No data found
Non-organic
1,134
Organic installs
304
ROAS D7
No data found
Daily active users
Organic vs. Non-organic attributions
Assisted installs per media source
Revenue by media source


ZoltMoney
Tag ngay một người bạn đang sống ở nước ngoài
cái này dành cho họ
Không phí ẩn
Không tốn phí
Tỷ giá Google FX
Ra mắt ngày mai 20/6
tải app nhận ngay $10 Link trong bio


ZoltMoney
CẢM ƠN
NHỮNG NGƯỜI
VIỆT ĐẦU TIÊN
ĐÃ ĐỒNG HÀNH
Hàng nghìn người Việt ở Mỹ đã tin tưởng ZoltMoney. Cảm ơn vì gia đình bạn ở quê đã có thêm lý do mỉm cười.
BẠN CHƯA KỊP TẢI?
Nhận ngay ưu đãi $10
Gửi trọn yêu thương
Kết nối triệu nụ cười
Download on the App Store


Onboarding Funnel — Signup to Completion
Onboarding funnel (OTP → email verify → completed)
onboarding_started
1,706 persons
login_otp_verified
1,396 persons (81.83%)
310 persons (18.17%)
36s
email_otp_verif
1,237 persons
159 persons
35s
Daily onboarding starts vs completions
Onboarding completion rate %
Onboarding abandonment by step

MARKETING MANAGER
2023 – PRESENT

EDGE · PAID USER ACQUISITION

COMACPRO

B2B construction machinery · Vietnam & Southeast Asia

Ran **full-funnel marketing** for a heavy-equipment manufacturer scaling across Vietnam & SEA. Built a performance-marketing engine that lowered acquisition cost, sped up conversion and kept a steady flow of qualified pipeline into Sales.

2.8×	−32%	+28%	5	<2h
QUALIFIED INBOUND LEADS IN 3 MONTHS	COST PER ACQUISITION CPA	EMAIL → SQL CONVERSION	NEW MARKETS LAUNCHED & LOCALIZED	SALES RESPONSE DOWN FROM 24H

GROWTH & USER ACQUISITION

Full-funnel **acquire → activate → retain** with a paid + organic mix (Google Ads, SEO, TikTok, LinkedIn). Layered retargeting and ad-quality work to cut wasted spend and push CPA down by a third.

LIFECYCLE & CRM

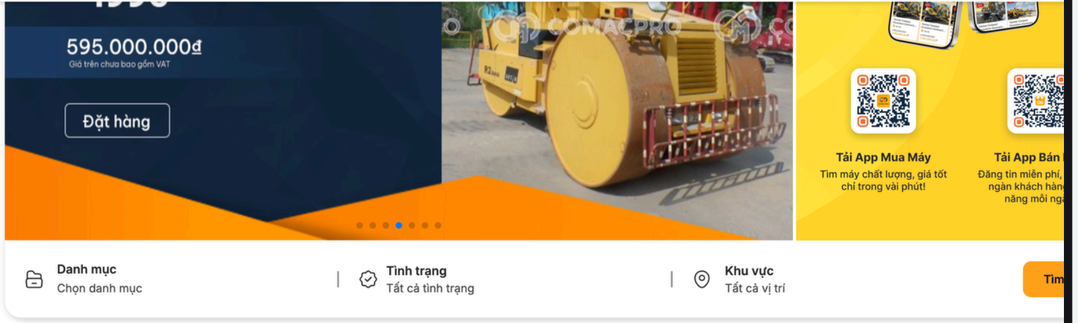
Automated journeys in **Salesforce Marketing Cloud** (Journey Builder, Email Studio), with segmentation, lead scoring and routing so Sales worked the warmest leads first and follow-up stayed under two hours.

BRAND & MULTI-MARKET

Owned core messaging, **localized content** and landing pages for five market launches, keeping one brand voice while adapting offers and proof points to each region.

SCOPE

Strategy · Paid + Organic · CRM / Lifecycle · Brand · Localization



Danh mục
Chọn danh mục

Tình trạng
Tất cả tình trạng

Khu vực
Tất cả vị trí

Tìm

SẢN PHẨM HOT

Xem

HOT

Máy rải thảm nhựa XCMG RP903 - 2025
Thành Phố Hà Nội
Tình trạng: Mới
Thời gian sử dụng: -
Thời gian giao hàng: Có Sẵn

HOT

Xe lu XCMG XS125 - 2025
Thành Phố Hà Nội
Tình trạng: Mới
Thời gian sử dụng: -
Thời gian giao hàng: Có Sẵn

HOT

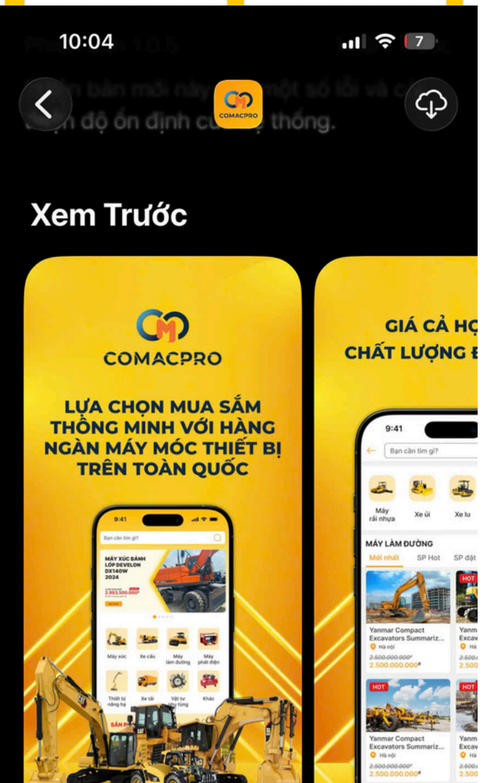
Máy phát điện AIRMAN 220kVA - 2010
Thành Phố Hà Nội
Tình trạng: Đã Qua Sử Dụng
Thời gian sử dụng: -
Thời gian giao hàng: Có Sẵn

HOT

Máy xúc bánh xích KOMATSU PC138US-2
Thành Phố Hà Nội
Tình trạng: Đã Qua Sử Dụng
Thời gian sử dụng: -
Thời gian giao hàng: Có Sẵn

HOT

**Cẩu lốp TADANO TR-25(
1997**
Thành Phố Hà Nội
Tình trạng: Đã Qua S
Thời gian sử dụng
Thời gian giao hàng





Tổng giá trị giao dịch (GMV)
184,2 tỷ ₫
▲ +12,4% so với kỳ trước

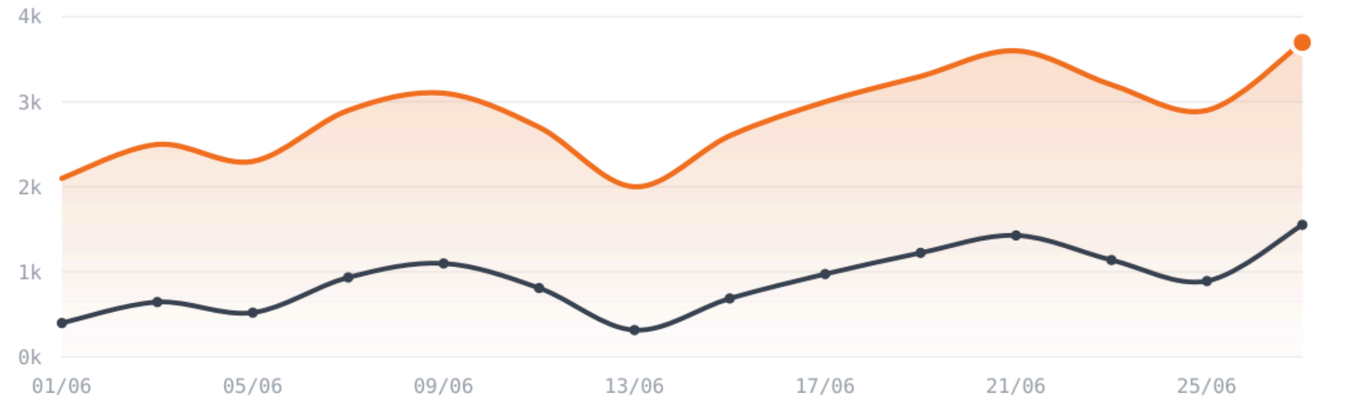
Đơn hàng thành công
326
▲ +8,1% so với kỳ trước

Khách đăng ký mới
2.847
▲ +15,3% so với kỳ trước

Tỷ lệ chuyển đổi
3,4%
▲ +0,4đ so với kỳ trước

Lượt truy cập & đăng ký theo ngày

Tháng 6/2025 · cập nhật hằng ngày



Nguồn truy cập

Theo kênh marketing



Tìm kiếm tự nhiên 41%
Truy cập trực tiếp 22%
Email 16%
Mạng xã hội 13%
Quảng cáo 8%

MARKETING SPECIALIST
2020 – 2021

WEB3 · AI · ECOSYSTEM MARKETING

ORAICHAIN

AI-powered blockchain ecosystem · Web3 infrastructure

Supported product and ecosystem marketing for an AI-powered blockchain project, helping translate technical blockchain concepts into clearer messaging across community campaigns, launch support and ecosystem communications.

+48%	4+	7+	+25%	4.5K+
COMMUNITY GROWTH	AMA / COMMUNITY ACTIVATIONS	CAMPAIGN & LAUNCH ASSETS	SOCIAL ENGAGEMENT	REACH / IMPRESSIONS

- **COMMUNITY & ACTIVATION**

Grew community by 48% through ongoing content, AMA sessions and engagement-led activations across multiple channels.

- **CAMPAIGN & PRODUCT SUPPORT**

Delivered 7+ campaign and launch assets, supporting 1 product launch and 2+ ecosystem / partner campaigns.

- **MULTI-MARKET REACH**

Expanded communication across 4 countries / communities, generating 4.5K+ reach and improving social engagement by 25%.

2+
ecosystem / partner campaigns

1
product launch supported

4
countries / communities reached

SCOPE

Community · AMA · Launch Support · Content · Product Narrative · Ecosystem Marketing

02
DECEMBER

Oraichain

AMA

BINNOSTAKE · ORAIBOTS VALIDATOR · ORAI VANGUARD

WITH ORAICHAIN VALIDATORS

15:00 UTC, December 02, 2021 **Venue:** Oraichain Official Channel

Oraichain

AMA

Oraichain's Updated Roadmap Towards Mainnet 2.0 & AI ecosystem





INTRODUCTION OF AI BOT FOR AMA QUESTIONS

5 SAMORAI FOR 5 SELECTED QUESTIONS

13:30 UTC 8 July 2021

Venue: t.me/oraichain

Oraichain

Oraichain Mainnet 2.0 Roadmap: AI Cascading Network for Data Economy & Oracle services

Dapps	AI apps	DeFi	GameFi	NFTs		
Infrastructure	Launchpad	Marketplace	AI Hubs	IDE/Tools	CPU/GPU staking	
Protocol	Tokens	AI Oracles	Royalty	VRF	Tunneling	AI Communication
Blockchain	Mainnet 2.0	Subnetworks				

Introduced or almost done in 2021

Scheduled for 2022

MKT EXEC → DIGITAL MKT MANAGER

2023 – 2024

EDGE · LEAD-GEN & FUNNELS

FSB

Executive education · MiniMBA, leadership & transformation programs

Owned **full-funnel acquisition** for an executive-education institution, pairing paid social funnels with **email nurturing** and a fresh performance-tracking system. The program beat its high-intent lead target and hit 158% of KPI on the new setup.

+240%	117%	158%	1.2B	2.3K
ORGANIC + PAID TRAFFIC	HIGH-INTENT LEAD TARGET	OF KPI	VND ANNUAL BUDGET	QUALIFIED LEADS
QUALIFIED GROWTH	Q3 2023	NEW TRACKING SYSTEM	ACROSS PROGRAMS	VS 2K TARGET

PAID ACQUISITION & FUNNELS

Full-funnel campaigns for **MiniMBA, CX events and leadership** programs across Facebook, Zalo, YouTube and email, managed on a ~1.2B VND annual budget with weekly reallocation toward the best-converting funnels.

EMAIL & LEAD NURTURING

Built and optimized **email workflows** (welcome, event reminders, re-engagement) that lifted nurturing efficiency and moved more high-intent leads from first interest to enrolment.

PERFORMANCE & ASSETS

Ran daily cross-channel tracking through a **new reporting system** for near-real-time optimization, and produced TVCs, key visuals and event materials to keep creative on pace.

SCOPE

Strategy · Paid Social · Email / Lifecycle · Events · Creative · Analytics









...với bên đối tác để đưa ra định hướng hiệu quả - Lên plan cụ thể và định hướng cho các ...u traffic: Email, Social và Zalo - Phối hợp với bên Sale để thu lead tiềm năng

...ũ Thu Hiền (hienvt62) Deadline: 31 Dec, 2023 Type: (người tham gia)

Start	Actual	Target
–	2.3K	2K ↗

...i nội dung hiệu quả trên các kênh để tăng traffic

...ũ Thu Hiền (hienvt62) Deadline: 31 Dec, 2023 Type: (form đăng

Start	Actual	Target
–	1.2K	500 ↗

- Áp dụng hệ thống thành công vào các nền tảng - Lập plan và các ch... kênh - Quản lý hiệu quả của từng hệ thống và có phương án kịp thời

In charge: Vũ Thu Hiền (hienvt62) Deadline: 31 Dec, 2023

Tiến độ	Start	Actual	Target
158%	–	1.9K	1.2K ↗

MARKETING COMMS MANAGER

2021 – 2023

EDGE · MULTI-CHANNEL & REVENUE

THE RUSTICO

Men’s fashion · leatherwear & vintage-inspired apparel

Led **multi-channel marketing & comms** for a men’s fashion brand, aligning every campaign to sales targets and budget efficiency. Turned Facebook, TikTok and organic into a **revenue engine** that grew period-on-period revenue by 42%.

23B	+42%	3.6B	12.5K	6
VND REVENUE T1–T8 / 2024	REVENUE GROWTH PERIOD-ON-PERIOD	VND BUDGET MANAGED ANNUAL	ORDERS CLOSED ACROSS CHANNELS	SALES CHANNELS FB · TIKTOK · SHOPEE …

MULTI-CHANNEL CAMPAIGNS

Built quarterly and monthly comms plans across **Facebook, TikTok, Zalo, website and offline**, allocating a 3.6B VND annual budget toward the channels and formats with the strongest return.

BRAND & CONTENT

Directed content production, **visual direction** and brand storytelling, keeping a consistent look and tone across every media asset and seasonal drop.

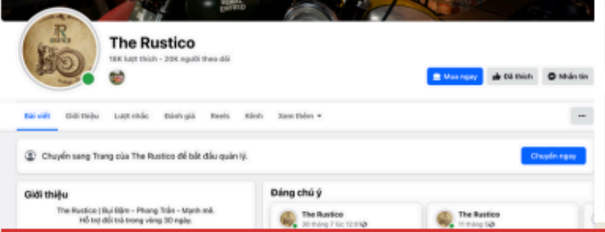
PERFORMANCE & DELIVERY

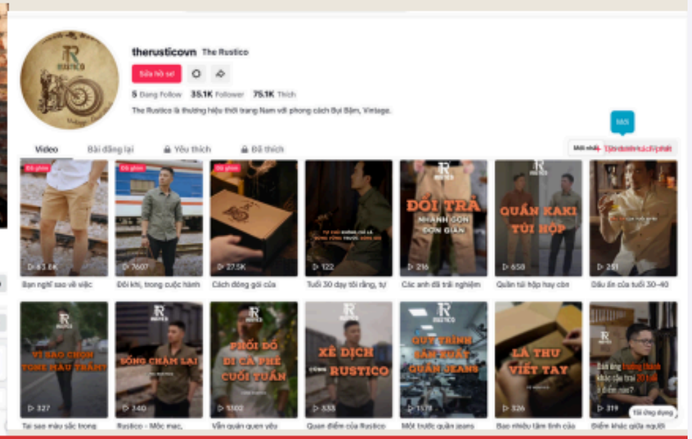
Monitored KPIs, optimized metrics and coordinated **Sales, production and partners** so activations shipped on time, on brand and at high quality.

SCOPE

Strategy · Multi-channel · Brand · Content · E-commerce · Offline









Tổng hàng chốt

Tổng tiền	Số lượng
9.008.414.037 ₫	40.653
↑ 56,50%	↑ 56,11%

Tổng hàng hoàn

Tổng tiền	Số lượng
0 ₫	0
↓ 100%	↓ 100%

Tổng cộng	↑ 41,55%	Online	↑ 41,55%	Bán tại quầy	↓ 100%
Doanh thu:	7.573.928.919 ₫	Doanh thu:	7.573.928.919 ₫	Doanh thu:	0 ₫
Đơn chốt:	12.587	Đơn chốt:	12.587	Đơn chốt:	0

Tổng quan | Nguồn đơn | Trạng thái

Doanh thu	Lợi nhuận (97.85%)	Đơn chốt	GTTB	SL sản phẩm	SL SPTB	LNTB
28.918 ₫	7.411.436.936 ₫	12.587	601.726 ₫	40.653	3,23	588.817 ₫
↑ 41,55%	↑ 42,82%	↑ 41,70%	↓ 0,68%	↑ 56,85%	↑ 10,17%	↑ 0,25%

Nguồn đơn

Nguồn đơn	Doanh thu	Lợi nhuận	Doanh số	Chiết khấu
+ Facebook	4.049.327.037 ₫ ↓ 7,05%	3.930.348.678 ₫ ↓ 6,79%	4.051.321.037 ₫ ↓ 7,04%	1.994.000 ₫ ↑ 19,19%
+ Shopee	1.297.621.773 ₫ ↑ 517%	1.292.542.780 ₫ ↑ 517,36%	2.159.628.125 ₫ ↑ 498,69%	663.019.923 ₫ ↑ 437,12%
+ Tiktok	1.097.754.748 ₫ ↑ 326,48%	1.094.305.745 ₫ ↑ 326,53%	1.652.707.000 ₫ ↑ 244,02%	489.799.301 ₫ ↑ 130,61%
Zalo	798.179.000 ₫ ↑ 177,55%	772.887.644 ₫ ↑ 177,58%	808.470.000 ₫ ↑ 181,13%	10.291.000 ₫ -
WEB	296.892.500 ₫ ↑ 31,68%	288.613.749 ₫ ↑ 34,05%	297.002.000 ₫ ↑ 31,72%	109.500 ₫ -
+ Lazada	28.719.861 ₫ ↑ 1.786,86%	28.534.862 ₫ ↑ 1.774,70%	33.764.000 ₫ ↑ 1.886,12%	5.044.139 ₫ ↑ 2.735,38%
Chưa có nguồn	5.434.000 ₫ ↑ 491,94%	4.203.479 ₫ ↑ 386,51%	5.434.000 ₫ ↑ 491,94%	0 ₫ -

DIGITAL MARKETING SPECIALIST
2020 – 2021

EDGE · PAID ADS & CPL

JUNHEE

Premium beauty center · semi-permanent makeup, skincare & aesthetics

Ran **paid acquisition** for a premium beauty center, optimizing audiences and daily performance to lift lead quality and bookings while **cutting cost per lead by 25%** across Facebook, TikTok and Zalo.

–25%	+40%	73K	17K	3
COST PER LEAD TARGETED REFINEMENTS	REACH & ENGAGEMENT OPTIMIZED FORMATS	FACEBOOK FOLLOWERS BRAND PAGE	TIKTOK LIKES SHORT-FORM LIBRARY	CHANNELS MANAGED FB · TIKTOK · ZALO

PAID ADS & LEAD QUALITY

Ran **paid ads** across Facebook, TikTok and Zalo, refining audiences and tracking daily performance to raise lead quality and booking rates while bringing cost per lead steadily down.

CONTENT & PRODUCTION

Shaped content concepts, **short-form video** and campaign visuals aligned to the premium aesthetic, including before-and-after and seasonal campaigns produced with the beauty team.

SOCIAL STRATEGY

Built social strategies to spotlight **new services**, customer testimonials and clinic expertise, growing reach and engagement across a 73K-follower page.

SCOPE

Paid Ads · Social · Short-form · Lead-gen · Production

junheephunxamchuanquocte Junhee_Phun xăm chuẩn Quốc Tế

Follow | Tin nhắn

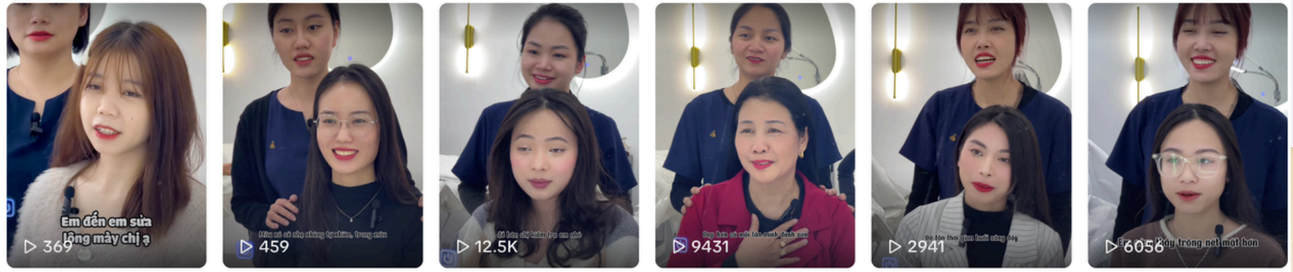
46 Đã follow **1364** Follower **17K** Lượt thích

Junhee - Phun Xăm Chuẩn Quốc Tế

junhee.vn

Video | Đã thích

Mới nhất | Thịnh Hành | Cũ nhất





Junhee Beauty Center

73K người theo dõi · 58 đang theo dõi

Nhắn tin | Theo dõi | Tìm kiếm

Bài viết | Giới thiệu | Lượt nhắc | Reels | Ảnh | Trực tiếp | Xem thêm

Giới thiệu

Junhee Beauty Center - Trung tâm chăm sóc sắc đẹp đầu tiên và uy tín hàng đầu tại Việt Nam với những công nghệ làm đẹp tiên tiến nhất đến từ Hàn Quốc.

Trang · Thẩm mỹ viện

098 422 33 00

junheebeauty@gmail.com

Đáng chú ý

Junhee Beauty Center
14 tháng 8, 2024

Không có gì phải hối hận khi đã có công nghệ xóa xăm chân mày siêu hot tại Junhee...



Junhee Beauty Center
20 tháng 7, 2024

🎉 TIN VUI CHO HỘI ANH CHỊ EM MUỐN XÓA XĂM - SỬA CHÂN MÀY ...



DIGITAL MARKETING SPECIALIST
2024

EDGE · SOCIAL & LIFECYCLE

NEM & NOM

Vietnamese street food · London · freelance

Drove **social, content and lifecycle** for a Vietnamese street-food brand in London, combining food-led content with seasonal campaigns and email to push **reservations and takeaway** up 28% while growing the community.

+35%	+28%	7K	4	2
SOCIAL ENGAGEMENT	RESERVATIONS & TAKEAWAY	COMMUNITY	CHANNELS	FLAGSHIP SEASONS
OPTIMIZED FORMATS	SEASONAL CAMPAIGNS	FACEBOOK FOLLOWING	IG · FB · WEB · EMAIL	CHRISTMAS & TET

SOCIAL & CONTENT

Produced Instagram and Facebook content built on **food photography**, short-form video, promos and event-driven campaigns, with a performance-led mix that lifted engagement by 35%.

WEB & SEO

Handled website updates (menu, landing pages, seasonal events) and wrote **SEO-optimized Food Blog** articles to bring in steady organic discovery month over month.

EMAIL & SEASONAL GTM

Ran seasonal go-to-market for Christmas and Tet plus ongoing **email** (newsletter, promos, reminders) with optimized subject lines and CTAs to drive repeat visits.

SCOPE

Social · Content · SEO · Email · Web · Seasonal GTM

Nem & Nom Restaurant

256 bài viết **7.045** người theo dõi Đang theo dõi **667** người dùng

Nhà hàng đồ chay/thuần chay

The Vietnamese Little Plates

📍Nem Nem - 279 Upper street, London N1 2TZ - 02079160292

📍Nom Nom - 134F-G Kingsland Rd,... xem thêm

nemnoms.com

Theo dõi | Nhắn tin

Our Custom... | Nom Nom | Highlights | Highlights | JAN '19 | DECEMBER | NOVEMBER



NEM NOM | ABOUT STORY | MENU | BOOK | TAKEAWAY | EVENTS | FOOD BLOG | CONTACT



OUR STORY

Nem Nem is a traditional vietnamese restaurant based in London. Our story begins in 2015 but our passion for food starts long time ago...
Exclusively crafted by our head chef, innovations of Vietnamese cuisine guaranteed to delight.

See more...

Food BLOG

ALL





Discover Delicious Dishes on Tet Holiday in Northern Vietnam
26/04/2025 Blog



Discover Delicious Dishes on Tet Holiday in Northern Vietnam
26/04/2025 Blog

...m.london

Vietnamese bar & restaurant

... hàng Việt Nam

...street, Islington, London, United Kingdom

... 4 8770

...9@yahoo.com

...o.uk

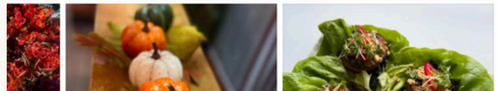
...cửa

...t (25 lượt đánh giá)

Xem tất cả ảnh









3

Thích | Bình luận | Chi

Bình luận dưới tên Avie Vu

Nem.nom.london

23 tháng 11 lúc 18:20 · Rockin' Around The Christmas Tree · Brenda Lee ·

It's time... to book your Christmas table 🎄✨

All I want for Christmas is... YOU at our table ... **Xem thêm**



CONTENT CREATOR / DIGITAL CONTENT
2022

EDGE · CONTENT & BRAND

VEGAN SUPER

Clean Korean-made vegan cosmetics · lip tint, eyeliner & skincare

Crafted **product-led content** for a clean-beauty brand, turning ingredient research into accurate, conversion-oriented posts that built **credibility and engagement** around a Korean-made, clean-beauty positioning.

2.2K	3	8	↑	KR
COMMUNITY REACHED FACEBOOK	PRODUCT LINES LIP · EYELINER · SKINCARE	SHADE BREAKDOWNS DEEP PRODUCT CONTENT	SAVED-POST INTERACTIONS EDUCATION POSTS	CLEAN-BEAUTY POSITIONING KOREAN-MADE

PRODUCT CONTENT

Wrote product-focused Facebook content with **long-form captions**, feature breakdowns and usage guides across lip tint, eyeliner and skincare lines, built to inform and convert.

RESEARCH & POSITIONING

Researched ingredients, benefits and USPs to craft accurate, **conversion-oriented** content that held up to scrutiny and reinforced the clean-beauty positioning.

BRAND CONSISTENCY

Worked with the brand team to keep **messaging, visuals** and product storytelling consistent across every launch and shade release.

SCOPE

Content · Copywriting · Product Research · Brand · Social

Creative Presentation

freelance projects

09 May, 2026 →

Role: Freelance Marketing Leader
Timeframe: 2020 – Present
Business: Full-stack marketing leadership across digital assets (Bitcoin/crypto), digital gold platforms, women's fashion brands, and F&B retail. Projects include AiionGold, Lufina, Impactus, FnB clients.

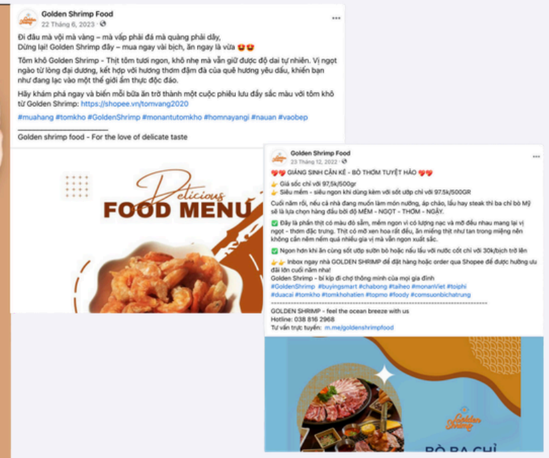
Key Responsibilities:

- Developed end-to-end marketing strategies tailored to each industry, including positioning, messaging frameworks, and content architecture.
- Built brand identity systems and managed cross-channel executions: social media, performance content, email, PR, KOL/creator activation.
- Collaborated with product/tech teams to translate complex financial and blockchain concepts into simple, user-friendly narratives.
- Oversaw campaign planning, community engagement, and acquisition funnels to support both launch-stage and growth-stage objectives.

Key Achievements:

- Delivered successful brand launches with unified identity systems across 4 diverse industries.
- Improved digital customer acquisition through refined content and performance-driven funnels.
- Positioned brands with clear messaging that supported rapid market acceptance and long-term differentiation.







Creative Presentation

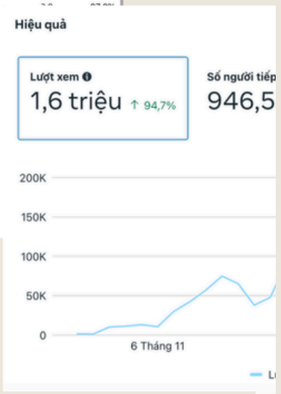
freelance projects

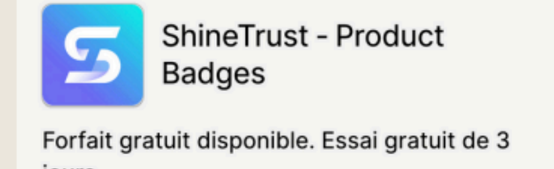
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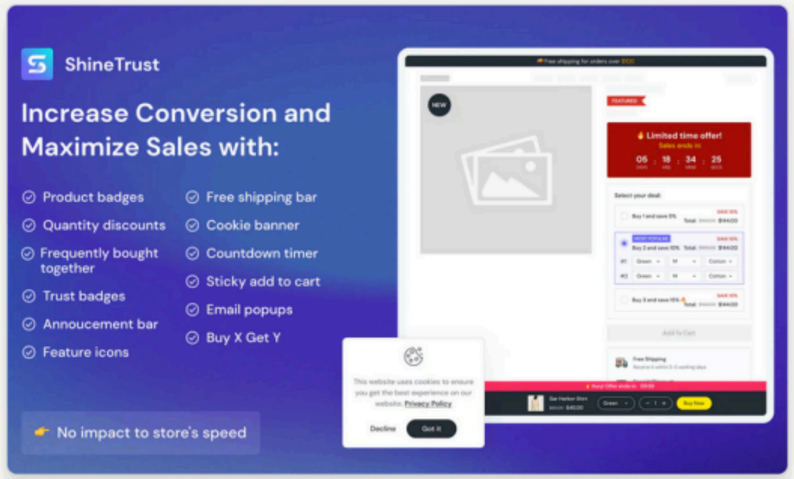
HAKIMI

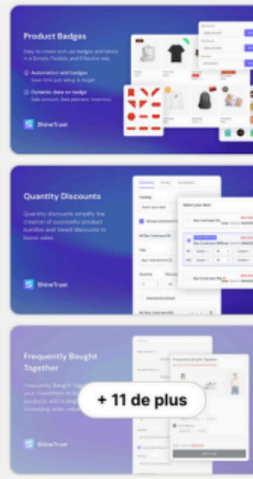
KEY RESULT (T10/2024 - T12/2024):

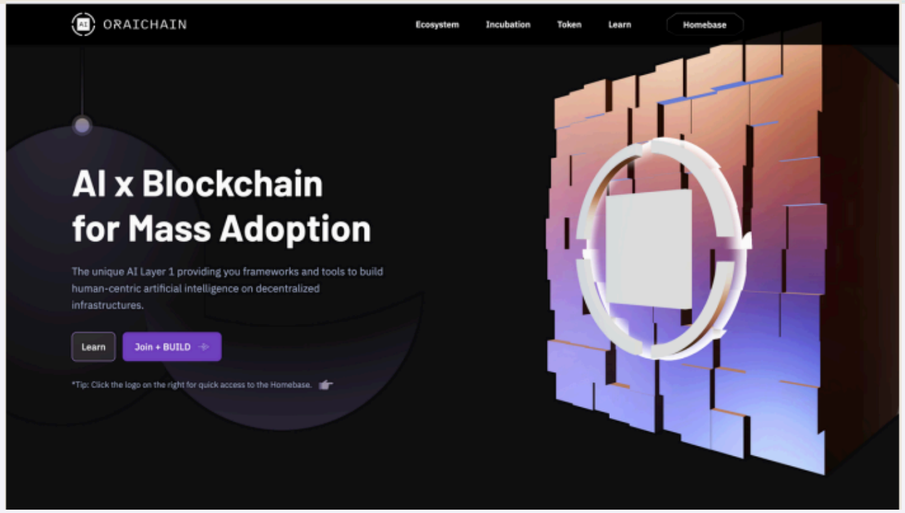
TÊN KHO	Thực đạt doanh thu	% Đạt CT doanh thu	DT / ngày	% Đạt CT DT / ngày	Purchase_Count	APT	% Đạt CT APT	UPT	Chuyển đổi mua
TỔNG	898.555.328	74%	29.951.844	74%	2.211	406.402	77%	4,5	82,5%
16. LINH ĐÀM - HN	235.031.198	157%	7.834.373	157%	706	332.905	74%	4,5	86,9%
15. PHỐ KIỀU, THANH HÓA	17.414.056	27%	580.469	27%	84	207.310	52%	3,3	84,8%
14. 180 TRẦN HƯNG ĐẠO - TB	40.746.465	51%	1.358.216	51%	101	403.430	90%	5,3	71,6%
13. 69A ĐINH TIÊN HOÀNG - NB	42.834.402	50%	1.427.813	50%	67	639.319	88%	5,4	64,4%
12. 109 LÊ HOÀN - TH	56.574.007	71%	1.885.800	71%	130	435.185	93%		
11. 122 CẦU GIẤY - HN	14.968.500		498.950	Vô hạn	36	415.792	Vô hạn		
10. 642 PHỐ YÊN - TN	47.242.612	59%	1.574.754	59%	120	393.688	72%		
09. 276 QUANG TRUNG - HN									
08. 495 CÙ CHÍNH LAN - HB									
07. 141N TRƯƠNG ĐỊNH - HN	32.965.110	55%	1.098.837	55%	89	370.394	79%		
06. 223 CHÙA BỘC - HN	110.075.811	67%	3.669.194	67%	230	478.590	87%		
05. 1781 HÙNG VƯƠNG - PT	53.734.617	67%	1.791.154	67%	117	459.270	87%		
04. 58 NÚI ĐÔI SÓC SƠN - HN	47.174.961	63%	1.572.499	63%	132	357.386	79%		
03. 237 MÊ LINH - VP	60.169.008	67%	2.005.634	67%	136	442.419	80%		
02. 182 HOÀNG VĂN THỤ - BG	63.159.555	66%	2.105.329	66%	132	478.484	74%		

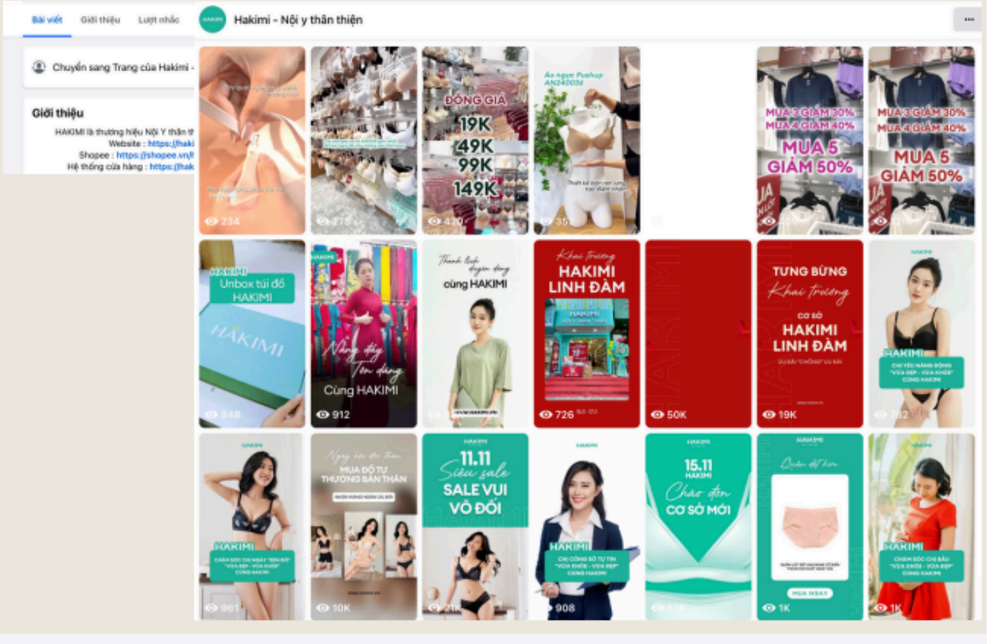












My work is guided by creativity, clarity, and a long-term vision: to grow continuously, to refine my craft with intention, and to help brands tell stories that create real impact. Every project is an opportunity to contribute, to learn, and to deliver better value than the day before.

thank you

Avie Vu

Email: avie.vu114@gmail.com Phone: 096.230.3315 FB: Avie Vu