

# VY NGUYEN

San Francisco, CA | [vyhnguyen.com](http://vyhnguyen.com) | [linkedin.com/in/vyhoangnguyen/](https://www.linkedin.com/in/vyhoangnguyen/) | [vyhnguyen.contact@gmail.com](mailto:vyhnguyen.contact@gmail.com)

Dynamic and high-impact Marketing Manager with more than 4+ years of experience generating leads, increasing conversion rates and accelerating business growth through multi-channel marketing initiatives. An integral team member who supports brand priorities, revenue goals, show promotion, fan engagement, and both B2B and B2C audience growth. A self-starter and creative visionary who leverages sound judgment and interpersonal skills to exceed business growth objectives.

## AREAS OF EXPERTISE

Growth Marketing / Product Marketing / Social Media / Sponsorship Fundraising / Field Marketing / Event Management  
Email-Lifecycle / CRM (HubSpot, Sendgrid) / Lead Generation / Influencer Marketing / Content Management & Writing  
Google Analytics / Paid Social (Facebook, Instagram, LinkedIn) / Web Management (Squarespace) / SEO / Zoom Webinars  
Brand Development / Consumer Landscape / Microsoft Office Suite / Marketing Trends / Startup Environment / Cross-Functional  
Collaboration / Presentation Skills / Data Analysis & Management (Looker, Monday, Mixpanel, Python, R, Tableau, HTML)

## PROFESSIONAL EXPERIENCE

### Doorvest | San Francisco, CA

2022-2022

#### *Growth Marketing Manager*

- Pioneered the launch of a marketing attribution model that improved budget allocation by 10% MoM and enhanced the effectiveness of driving high intent/low intent customer lifetime value.
- Achieved 7% to 10% monthly sign-up conversions by launching a newsletter featuring customer testimonials and product announcements to drive reputation management and nurture leads.
- Drove 20% conversion by hosting product webinars that educated customers about investing techniques.
- Achieved 18% conversion rates by aligning marketing plans to the full-cycle development and deployment of product releases.
- Generated 21K web page visits, 16K unique visitors, and 34K page views YoY in collaboration with sales, product and success to craft monthly content, raise search engine ranking, and increase trust and brand recognition.
- Drove monthly sign-up conversions from 5% to 8% by initiating the revamp of internal email DRIP campaigns and streamlining customer onboarding workflows.
- Raised \$250K from a crowdfunding round via Wefunder in under 2 months via targeted email marketing and social media.

### Gable | San Francisco, CA

2021-2022

#### *Growth Marketing Associate*

- Deployed B2B and B2C lifecycle marketing and email marketing strategies in conjunction with senior management by constructing lead funnels and multi-channel marketing campaigns that increased engagement and brand loyalty.
- Partnered with customer success and engineering teams to identify customer pain points and craft customized messaging that exceed conversions expectations by 15-24% MoM.
- Generated a 31% average conversion rate by establishing one-on-one relationships with B2B customers through email marketing initiatives, gathering product feedback, delivering success stories, and promoting marketing opportunities.

### Two Roads Event Co. | Sacramento, CA

2018-2021

#### *Lead Event & Social Media Coordinator*

- Curated brand reputation and consumer insights to spearhead content creation and management for an event planning company.
- Achieved 95% customer satisfaction by orchestrating event styling for weddings concurrently with average count of 50-200 guests and revenue ranging from \$30K to \$500K.

## LEADERSHIP EXPERIENCE

### *Co-Founder & Project Lead* | Vingo Inc.

2017-Current

- Collaborates cross-functionally with Stanford and UC Davis to own the project roadmap of a docuseries, resulting in securing \$1M in funding for Vietnamese language classes at the collegiate level.
- Rewarded by the California Legislature Assembly by overseeing the development of a \$10K Scholarship Fund Program for low-income students across ten (10) local high schools.

### *Executive Board Member* | United Vietnamese Student Association, Northern California

2016-2020

- Pioneered new organizational strategies, guidelines and protocols that drove retrieval speed and cultivated relationships with >5+ external organizations and nine (9) affiliated collegiate schools.

## EDUCATION

*Master of Science, International Business & Business Analytics (Marketing)* | Hult International Business School