

# NGUYỄN LÊ MINH

## Digital Marketing

As a person with a strong digital marketing background, I seek to maximize opportunities for the state-of-the-art corporation. With a passion for brand building, I have done many marketing activities to leverage customer insight, market needs and create positioning for brand under my umbrella.



✉ 2mylou93@gmail.com ☎ 0938437731 📍 Ho Chi Minh City 🔗 [linkedin.com/in/nguyenleminh](https://www.linkedin.com/in/nguyenleminh)

## WORKING EXPERIENCE

### Digital Marketing KTC CO.LTD (Corsair, SteelSeries, KLEVV, AverMedia)

Oct 2016 - Present

- Responsibility for creating content of Corsair, Steelseries, KLEVV, AverMedia on Social Media platform, seeding scrip to raise customers' awareness (FB).
- Having a good relationship & always connecting, providing sample products review with more than 20 IT channels, KOLs/ Influencer/ Streamer in Vietnam.
- Set up, measure, and understand metrics on advertising platforms to reach potential consumers effectively (Facebook ads, Google ads....etc)
- Experience building booths at new product launch technology events or tournaments by NVIDIA, the INTEL partner.
- Track & analyze social media traffic flow & provide regular internal reports.
- Identify new trends in digital marketing, evaluate new technologies, ensure the brand is at the forefront of industry developments.
- Handling website content & traffics (ktc.com.vn).
- Manage E-commerce shop of business & optimize for conversions.
- Planning marketing campaigns, including content for a website, SEO/SEM, email marketing & social media, Advertising (Facebook, Google Ads, GDN..)
- Collaborate with internal teams to create landing pages and optimize the user experience.
- Track & analyse KTC website traffic flow & provide regular internal reports.
- Brainstorm new and creative growth strategies.
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.

### SIDE JOB AFTER WORK



Celebrity Communication Manager  
(Nguyen Khang KOLs)

July 2019 - Feb 2020 (Part time)

- Created and plan image & video content.
- Built website profiles & implementing SEO.
- Proposed solutions to increase traffic on fanpage of celebrities.
- Optimized video content via social platforms.

### Collaborator with VIEWSONIC

March 2017 - June 2017 (Part time)

- A collaboration Viewsonic to developed & managed social platforms.
- Provided product samples to media to make reviews.
- Supported Viewsonic when they have any events with partners.
- Created content trending with new products.
- Provided Viewsonic monitors sample product to Media review.

### Collaborator with NVIDIA

March 2017 - June 2017 (Part time)

- A collaboration with Nvidia to developed & managed social platforms.
- Created content trending with new products.

### Collaborator with MSI (PC & Laptop)

March 2017 - June 2017 (Part time)

- A collaboration with MSI to developed & managed social platforms
- Created content trending with new products.
- Supported MSI technical, set up gaming booth when they have any events with partners.

## INTERESTS



Basketball



Music



Travel



Video Games

## SOFT SKILLS

Teamwork Flexibility Time Management

Leadership Empathy Problem solving

## MARKETING SKILL

SEO



Keyword Tool



GOOGLE



Google Trends

Tag Manager

ADS PLATFORM



facebook business



YouTube Advertising

ADOBE



SOCIAL MEDIA PLATFORMS



LinkedIn

YouTube



## EDUCATION

IT Hardware Technician  
Cao Thang Technical College

July 2013 - Oct 2016

Digital Marketing  
FPT Skillking University

May 2018 - Oct 2020

## CERTIFICATES

Google Analytics Individual Qualification (2019)

Google Ads Display Certification (2019)

Facebook Blueprint Certification (2020)

## LANGUAGES

English

Intermediate





# EDUCATION CERTIFICATE

- ❑ [Cao Thang  
Technical College](#)
- ❑ FPT Skillking University
- ❑ Google Analytics  
for Beginners Certificate
- ❑ Advanced Google  
Analytics Certificate
- ❑ Google Analytics  
Individual Qualification
- ❑ Google Ads Display  
Certificate
- ❑ Facebook Blueprint:  
Create Ads Certificate
- ❑ Facebook Blueprint:  
Connect and Communicate  
With Customers Certificate
- ❑ Facebook Blueprint:  
Ad Policies for Content,  
Creative, and Targeting





**CỘNG HOÀ XÃ HỘI CHỦ NGHĨA VIỆT NAM**  
**Độc lập - Tự do - Hạnh phúc**

**HIỆU TRƯỞNG**

**TRƯỜNG CAO ĐẲNG KỸ THUẬT CAO THẮNG**

**cấp**

**BẰNG TỐT NGHIỆP**  
**CAO ĐẲNG NGHỀ**



**Cho: Nguyễn Lê Minh**

**Ngày sinh: 09/05/1993**

**Giới tính: Nam**

**Nơi sinh: TP HCM**

**Nghề đào tạo: Kỹ thuật sửa chữa, lắp ráp máy tính**

**Khoá học từ tháng 10 / 2013 đến tháng 9 / 2016**

**Tốt nghiệp loại: Trung bình khá**

**TP.HCM, ngày 24 tháng 10 năm 2017**

**Phó Hiệu trưởng**

**Phụ trách Trường**

**Số hiệu bằng: 17-14559**

**Vào sổ cấp bằng số: 559/CDN14**

**Ngày 24 tháng 10 năm 2017**



**TS. Lê Đình Kha**



BỘ CÔNG THƯƠNG  
TRƯỜNG CAO ĐẲNG KỸ THUẬT CAO THẮNG

## BẢNG ĐIỂM

HỌ VÀ TÊN: **Nguyễn Lê Minh**  
NGÀY SINH: **09/05/93**  
LỚP: **CĐN SCMT 13B**  
NGÀNH: **Kỹ thuật sửa chữa, lắp ráp máy tính**

MSSV: **0469131049**  
NƠI SINH: **TP HCM**  
KHÓA HỌC: **2013-2016**  
TRÌNH ĐỘ: **Cao đẳng nghề**

HỌC KỲ 1			
STT	TÊN MÔN	ĐVHT	ĐIỂM TK
1	Toán rời rạc	3	7.0
2	Mạng máy tính	3	5.8
3	Giáo dục quốc phòng	2	6.0
4	Tin học ứng dụng	5	5.7
5	Pháp luật	2	6.0
6	Anh văn A1	4	5.0
7	MD-Điện tử căn bản	5	5.4
8	MD-TH mạng máy tính	1	7.5
9	MD-Lắp ráp cài đặt máy tính và đồ án môn học	4	7.3
10	Giáo dục thể chất 1	1	7.0
HỌC KỲ 2			
STT	TÊN MÔN	ĐVHT	ĐIỂM TK
1	Giáo dục thể chất 2	1	9.0
2	Lập trình căn bản	4	6.7
3	MD-TH Lập trình căn bản	1	5.0
4	Kiến trúc máy tính	5	5.5
5	Sửa chữa phần cứng máy tính 1 và Bài tập lớn	6	5.9
6	Anh văn A2	4	8.2
7	Mạng máy tính nâng cao	5	5.1
8	Mạch điện tử	5	8.4
HỌC KỲ 3			
STT	TÊN MÔN	ĐVHT	ĐIỂM TK
1	Anh văn A3	4	5.8
2	MD-Kỹ thuật xung-số	6	6.0
3	Quản trị hệ thống mạng	4	5.5
4	Hệ điều hành	5	6.4
5	Sửa chữa phần cứng máy tính 2 và Bài tập lớn	6	6.0
HỌC KỲ 4			
STT	TÊN MÔN	ĐVHT	ĐIỂM TK
1	Các dịch vụ mạng	6	7.4
2	MD-Sửa chữa máy in và thiết bị ngoại vi	5	5.0
3	MD-Vi xử lý	5	6.0
4	Chính trị	6	5.0
5	Anh văn chuyên ngành	3	7.8
HỌC KỲ 5			
STT	TÊN MÔN	ĐVHT	ĐIỂM TK
1	Quản lý dự án công nghệ thông tin	3	7.1
2	Hệ điều hành Linux	6	7.4



HỌC KỲ 5			
STT	TÊN MÔN	ĐVHT	ĐIỂM TK
3	MD-Sửa chữa bộ nguồn, màn hình máy tính	5	6.4
4	Thiết kế bảo mật hệ thống mạng - Bài tập lớn	6	6.1
HỌC KỲ 6			
STT	TÊN MÔN	ĐVHT	ĐIỂM TK
1	Thực tập tốt nghiệp	15	9.0
TỐT NGHIỆP			
STT	TÊN MÔN	ĐVHT	ĐIỂM TK
1	Thi tốt nghiệp lý thuyết	1	7.0
2	Thi tốt nghiệp tay nghề	1	9.3
3	Thi tốt nghiệp môn chính trị	1	5.0

#### DANH SÁCH CHỨNG CHỈ

**ĐIỂM XẾP LOẠI TỐT NGHIỆP: 6.82**

Chứng chỉ A anh văn

Quyết định công nhận tốt nghiệp số 1090/QĐ-CĐKTCT-ĐT ngày 3 tháng 10 năm 2017 của trường CĐ Kỹ Thuật Cao Thắng.

TP.HCM, ngày 7 tháng 11 năm 2017

Xếp loại tốt nghiệp: **Trung bình khá**

Bảng tốt nghiệp số:...../

Cấp ngày.....tháng.....năm.....

vào số.....



TRẦN VĂN DŨNG

TRẦN VĂN DŨNG

# skillking

This Higher Diploma is awarded to

NGUYEN LE MINH

in recognition of successful completion of the course

Higher Diploma in Digital Marketing

At FPT-Skillking, HCM, Vietnam

conducted from 01/07/18 to 17/10/20

His/Her performance is "Grade - B+"



Examining Authority



Chairman & Managing Director



GRADE : A+/Honours { >=90% }; A/Distinction { 80% - 89% }; B+ { 70% - 79% }; B { 60% - 69% }; C { < 60% }

## PERFORMANCE STATEMENT

ENROLLMENT NO : JK-ENR-HA-737

NAME : **Nguyễn Lê Minh**

CENTRE : FPT-SKILLKING-HCM

DURATION : From 01/May/2018 to 01/Sep/2019

Modular Examination		Marks	Pass/Fail
1	Fundamentals & Defining Customer & Insights (Out of 20)	8.0	Pass
2	Web Analytics (Out of 20)	12.4	Pass
3	Search Engine Optimization (SEO) & Search Engine Algorithm (SEA) (Out of 20)	14.6	Pass
4	Digital Marketing as a Service (Out of 10)	4.2	Pass
5	Inbound Marketing (Out of 20)	11.4	Pass
6	E-Mail Marketing (Out of 20)	18.4	Pass
7	Social Media Marketing (Out of 20)	11.6	Pass
8	Mobile Marketing (Out of 10)	5.2	Pass
Evaluation Details		Marks	Grades
1	Theory Exam for Semester 1 (Out of 40)	27	
2	Project Evaluation (Offline) for Semester 1 (Out of 25)	12.5	
3	Individual Presentation for Semester 1 (Out of 15)	8.2	
4	Viva (Offline) for Semester 1 (Out of 20)	11	
5	Overall Weighted Final Marks out of 100 -SEM1	58.7	Average
6	Theory Exam for Semester 2 (Out of 40)	39	
7	Project Evaluation (Offline) for Semester 2 (Out of 25)	0.0	
8	Individual Presentation for Semester 2 (Out of 15)	9.7	
9	Viva (Offline) for Semester 2 (Out of 20)		
10	Overall Weighted Final Marks out of 100 -SEM2		
1	Σ Modules Studied	10	
2	Σ Fail Modules	1	

Award of Grades:  
 Excellent (A+)(90% and Above); Very Good(A) (80%-89%); Good (B+) (70%-79%); Satisfactory(B)(60%-69%); Average(C) < 60%).

**06-Oct-2019**  
 Date of Issue



Viện Trưởng  
**Trần Ngọc Tuấn**



## PERFORMANCE STATEMENT

ENROLLMENT NO : JK-ENR-HA-737  
 NAME : **Nguyễn Lê Minh**  
 CENTRE : FPT-SKILLKING-HCM  
 DURATION : From 01/Jul/2018 to 10/Apr/2020

Modular Examination		Marks	Pass/Fail
1	Search Engine Marketing(Out of 20)	12.1	Pass
2	Google Analytics IQ&Adwords Fundamental Exam Prep(Out of 20)	18.2	Pass
3	Online Reputation Management&Affiliate Marketing(Out of 20)	14.8	Pass
4	Site Building (Advanced)-(Out of 10)	6.6	Pass
5	Project Assignment 3 (25)	18.5	Pass
6	Creating Unfair Advantage (Out of 10)		
7	E-Tailing (E-Retailing)- (Out of 10)		
8	Special Assignments(Out of 50)		
9	Projects 4 (Out of 100)		
Evaluation Details		Marks	Grades
1	Theory Exam for Semester 3 (Out of 40)	19	
2	Individual Presentation for Semester 3 (Out of 15)	10.8	
3	Viva (Offline) for Semester 3 (Out of 20)	20	
4	Overall Weighted Average for Semester 3 (out of 100)	68.3	Satisfactory
5	Theory Exam for Semester 4 (Out of 50)		
6	Individual Presentation for Semester 4 (Out of 25)		
7	Viva (Offline) for Semester 4 (Out of 25)		
8	Overall Weighted Average for Semester 4 (Out of 200)		
9	Overall Weighted Average for Year 2 (Out of 100)		
1	Σ Modules Studied	5	
2	Σ Fail Modules	0	

**Award of Grades:**

Excellent (A+)(90% and Above); Very Good(A) (80%-89%); Good (B+) (70%-79%); Satisfactory(B)(60%-69%); Average(C) < 60%).



**10-Apr-2020**  
 Date of Issue



## PERFORMANCE STATEMENT

ENROLLMENT NO : JK-ENR-HA-737  
 NAME : NGUYỄN LÊ MINH  
 CENTRE : FPT-SKILLKING-HCM  
 DURATION : From 8/12/2019 to 24/10/2020

Modular Examination		Marks	Pass/Fail
1	Search Engine Marketing(Out of 20)	12.1	Pass
2	Google Analytics IQ&Adwords Fundamental Exam Prep(Out of 20)	18.2	Pass
3	Online Reputation Management&Affiliate Marketing(Out of 20)	14.8	Pass
4	Site Building (Advanced)-(Out of 10)	6.6	Pass
5	Project Assignment 3 (25)	18.5	Pass
6	Creating Unfair Advantage (Out of 10)	4.0	Pass
7	E-Tailing (E-Retailing)- (Out of 10)	4.0	Pass
8	Special Assignments(Out of 50)	25.0	Pass
9	Projects 4 (Out of 100)	71.8	Pass
Evaluation Details		Marks	Grades
1	Theory Exam for Semester 3 (Out of 40)	19	
2	Individual Presentation for Semester 3 (Out of 15)	11.1	
3	Viva (Offline) for Semester 3 (Out of 20)	20	
4	Overall Weighted Average for Semester 3 (out of 100)	68.6	Satisfactory
5	Theory Exam for Semester 4 (Out of 50)	47	
6	Individual Presentation for Semester 4 (Out of 25)	11.8	
7	Viva (Offline) for Semester 4 (Out of 25)	15	
8	Overall Weighted Average for Semester 4 (Out of 200)	145.6	Good
9	Overall Weighted Average for Year 2 (Out of 100)	71	
1	Σ Modules Studied	9	
2	Σ Fail Modules	0	

**Award of Grades:**

Excellent (A+)(90% and Above); Very Good(A) (80%-89%); Good (B+) (70%-79%); Satisfactory(B)(60%-69%); Average(C) < 60%.



Director

LÊ THỊ HỒNG HẠNH

19-Dec-2020  
Date of Issue

## MARKSHEET

Serial No : 1920 -00014

Education Centre : FPT-Skilling HCM, Vietnam

MARKSHEET - Higher Diploma in Digital Marketing (Semester-I)						HELD IN: Dec-18
ROLL NO.	JK-ENR-HA-737					
STUDENT NAME	NGUYEN LE MINH					
SUBJECT	THEORY	PRESENTATION	VIVA	PROJECT	TOTAL	PERCENTAGE : 59
MAXIMUM MARKS	40	15	20	25	100	
MINIMUM MARKS FOR PASSING	20	8	10	12	50	GRADE : C
MARKS OBTAINED	27	8	11	13	59	

Grade : A+/Honours ( >=90% ); A/Distinction ( 80% - 89% ); B+ ( 70% - 79% ); B ( 60% - 69% ); C ( < 60% )

### Topics:

- Website Planning & Development
- Blogging
- Web Analytics
- SEO & Search Engine Algorithm
- Digital Marketing as a Service

Date of Issue : 08/10/20

Place of Issue : Mumbai (India)



Checked by

*Dev Tiwari*

Dev Tiwari  
Examining Authority

Registered Office: 401, Bussa Udyog Bhavan, Near Sewri Bus Terminus, Mumbai - 400 015

Corporate Office: 5th Floor, Amore Building, Junction of 2nd and 4th Road, Khar (W), Mumbai 400052

Phone: 022 67414000/1 | www.jetking.com | 07666830000

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# MARKSHEET

Serial No : 1920 -00088

Education Centre : FPT-Skilling HCM, Vietnam

MARKSHEET - Higher Diploma in Digital Marketing (Semester-II)						HELD IN: Aug-19
ROLL NO.	JK-ENR-HA-737					
STUDENT NAME	NGUYEN LE MINH					
SUBJECT	THEORY	PRESENTATION	VIVA	PROJECT	TOTAL	PERCENTAGE : 75  GRADE : B+
MAXIMUM MARKS	40	15	20	25	100	
MINIMUM MARKS FOR PASSING	20	8	10	12	50	
MARKS OBTAINED	39	10	14	12	75	

Grade : A+/Honours ( >=90% ); A/Distinction ( 80% - 89% ); B+ ( 70% - 79% ); B ( 60% - 69% ); C ( < 60% )

## Topics:

- Social Media Marketing
- Email Marketing
- Inbound Marketing
- Mobile Marketing



Checked by

*Dev Tiwari*

Dev Tiwari  
Examining Authority

Date of Issue : 08/10/20

Place of Issue : Mumbai (India)

Registered Office: 401, Bussa Udyog Bhavan, Near Sewri Bus Terminus, Mumbai - 400 015

Corporate Office: 5th Floor, Amore Building, Junction of 2nd and 4th Road, Khar (W), Mumbai 400052

Phone: 022 67414000/1 | www.jetking.com | 07666830000

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## MARKSHEET

Serial No : 1920 -00152

Education Centre : FPT-Skilling HCM, Vietnam

MARKSHEET - Higher Diploma in Digital Marketing (Semester-III)						HELD IN: Mar-20
ROLL NO.	JK-ENR-HA-737					
STUDENT NAME	NGUYEN LE MINH					
SUBJECT	THEORY	PRESENTATION	VIVA	PROJECT	TOTAL	PERCENTAGE : 69  GRADE : B
MAXIMUM MARKS	40	15	20	25	100	
MINIMUM MARKS FOR PASSING	20	8	10	12	50	
MARKS OBTAINED	19	11	20	19	69	

Grade : A+/Honours ( >=90% ); A/Distinction ( 80% - 89% ); B+ ( 70% - 79% ); B ( 60% - 69% ); C ( < 60% )

### Topics:

- Search Engine Marketing (SeM)
- Google Analytics
- Site Building (Adv.) & Affiliate Marketing
- Online Reputation Management



Checked by

*Dev Tiwari*

Dev Tiwari  
Examining Authority

Date of Issue : 08/10/20

Place of Issue : Mumbai (India)

Registered Office: 401, Bussa Udyog Bhavan, Near Sewri Bus Terminus, Mumbai - 400 015

Corporate Office: 5th Floor, Amore Building, Junction of 2nd and 4th Road, Khar (W), Mumbai 400052

Phone: 022 67414000/1 | www.ietking.com | 07666830000

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# MARKSHEET

Serial No : 1920 -00219

Education Centre : FPT-Skilling HCM, Vietnam

MARKSHEET - Higher Diploma in Digital Marketing (Semester-IV)						HELD IN: Oct-20
ROLL NO.	JK-ENR-HA-737					
STUDENT NAME	NGUYEN LE MINH					
SUBJECT	THEORY	PRESENTATION	VIVA	PROJECT	TOTAL	PERCENTAGE : 73  GRADE : B+
MAXIMUM MARKS	50	25	25	100	200	
MINIMUM MARKS FOR PASSING	25	13	12	50	100	
MARKS OBTAINED	47	12	15	72	146	

Grade : A+/Honours ( >=90% ); A/Distinction ( 80% - 89% ); B+ ( 70% - 79% ); B ( 60% - 69% ); C ( < 60% )

Topics:

- Omnipresence



Checked by

*Dev Tiwari*

Dev Tiwari  
Examining Authority

Date of Issue : 23/11/20  
Place of Issue : Mumbai (India)

Registered Office: 401, Bussa Udyog Bhavan, Near Sewri Bus Terminus, Mumbai - 400 015  
Corporate Office: 5th Floor, Amore Building, Junction of 2nd and 4th Road, Khar (W), Mumbai 400052  
Phone: 022 67414000/1 | www.jetking.com | 07666830000

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# Google Analytics for Beginners

Certificate of Completion

Minh Nguyen

Awarded for successfully completing  
the course "Google Analytics for  
Beginners"

Certificate expires May 10, 2024





Google Analytics Academy

## Advanced Google Analytics

Certificate of Completion

Minh Nguyen

Awarded for successfully completing  
the course "Advanced Google  
Analytics"

Certificate expires May 10, 2024



# Congratulations!

Minh Nguyen



Completed

## Google Analytics Individual Qualification

on May 10, 2021

Completion ID: 79114044   Expires: May 10, 2022

...

You understand advanced Google Analytics concepts.





# Congratulations!

Nguyen Le Minh (Skilling HCM)



Completed

## Google Ads Display Certification

on 11 May 2021

Completion ID: 79154621   Expires: 11 May 2022



Google recognizes your mastery of the fundamentals of developing and optimizing effective Google Display campaigns.

Minh Lê



Completed

# Create Facebook Ads

on April 24, 2019



Minh Lê



Completed

# Messenger: Connect and Communicate With Customers

on April 24, 2019

Minh Lê



Completed

# Ad Policies for Content, Creative, and Targeting

on May 11, 2021

...

This series of courses introduces you to our ad policies for content, creative and targeting. It explains what ads are and are not acceptable for delivery across the Facebook family of apps and services.