

Leonardo Tuan Nguyen Huu Hoang

AI Growth Marketer | Technical Growth Marketer | Marketing Automation Builder

Hanoi, Vietnam | Remote worldwide, US/CAN/EU focus

Phone: 0911.251.775 | Email: nguyenhuuhoangtuan.ftu@gmail.com | Telegram: @leonardo_tuan

Portfolio: <https://leonardo.pages.dev/> | LinkedIn: <https://www.linkedin.com/in/leonardo-tuan/> | GitHub: <https://github.com/Tuanyk>

English: TOEIC 750 / B2

PROFILE

AI Growth Marketer with 10+ years of experience across paid acquisition, SEO, analytics, content systems, conversion optimization, and marketing automation. Combines performance marketing with hands-on technical execution: building AI-assisted content engines, ad optimization tools, tracking pipelines, dashboards, short-form video systems, and workflow automation. Strong fit for remote growth teams that need someone who can analyze, execute, and build the marketing infrastructure behind scalable acquisition.

SELECTED PROOF METRICS

- Managed **\$365K+** in Google Ads and Facebook Ads spend, contributing to **132,606 leads**, **35,543 qualified deals**, and **\$18.73M revenue** at Pan American Travel.
- Drove **988 Meta-attributed iOS installs** for BestShot at **CA\$1.16 blended CPI**, including US acquisition at **CA\$0.91 CPI**.
- Built SEO and analytics systems that reached **455K organic clicks** and **17.2M impressions** in a 12-month GSC view for Pan American Travel.
- Scaled an AI-assisted SEO engine from near-zero blog presence to **452+ published articles** across **320+ keyword clusters** for Xe Hung Long.
- Built an AI math short-form content system that generated **345.1K Facebook views**, **750 follows**, **39.0K YouTube views**, and **+270 YouTube subscribers** in a 28-day window.

CORE COMPETENCIES

- AI Growth Strategy:** LLM workflows, AI content systems, prompt engineering, AI ad review, agent workflows, AI-assisted SEO
- Paid Acquisition:** Meta Ads, Google Ads, TikTok Ads, Zalo Ads, app install campaigns, creative testing, CPI/CPL/CPA optimization
- SEO & Content Systems:** Technical SEO, semantic SEO, keyword clustering, content hubs, internal linking, schema, GSC analysis
- Analytics & Tracking:** GA4, GTM, GSC, Looker Studio, Power BI, Tableau, Meta Pixel, funnel reporting, conversion events
- Marketing Automation:** Python, PHP, JavaScript, Selenium, Playwright, API integrations, WordPress REST API, Google APIs
- Product & Web Growth:** WordPress, Next.js, HTML/CSS/JS, MySQL, SQLite, Nginx, Docker, Cloudflare, Vercel, landing pages

EXPERIENCE

AI Growth Marketer / Technical Growth Marketer

BrioGolf / BestShot | Jun 2025 - May 2026

- Led growth marketing for **BestShot**, a mobile golf game for iOS, Android, and web, covering Meta paid acquisition, creative testing, web-to-app funnels, landing pages, app positioning, analytics, and launch planning.
- Managed Meta paid acquisition, driving **988 Meta-attributed iOS installs** on **CA\$1,143.01** spend at **CA\$1.16 blended CPI**.
- Optimized the main US/Canada campaign to **838 installs** on **CA\$851.71** spend at **CA\$1.02 CPI**, with US acquisition reaching **764 installs at CA\$0.91 CPI**.
- Analyzed March-April 2026 Meta campaign performance across **19 campaigns**, including **CA\$1.9K** total spend, **117.6K reach**, **5,053 clicks**, and **1.77% CTR** across campaign types.
- Identified top-performing creatives through ad-level analysis: **BeatmeVideo** drove **426 installs**, while **Image_3ShotsOnly_2026-04-27** produced **116 installs at CA\$0.87 CPI** with **3.49% CTR**.
- Built AI-assisted creative workflows using gameplay clips, Gemini-assisted timeline analysis, CTA overlays, and automated short-form video production for Reels/Shorts-style assets.
- Supported BrioGolf/GolfWithBrio growth across **120+ golf education and course articles**, technical SEO, content architecture, website tracking, deployment notes, and source-code handover.

Digital Marketing Leader

Pan American Travel | 2022 - 2025

- Managed **\$365K+** in Google Ads and Facebook Ads spend, generating **132,606 leads**, **35,543 qualified deals (26.8% lead-to-qualified-deal rate)**, and **1,600+ closed deals** worth **\$18.73M revenue** (~469.9B VND), with ad spend/revenue efficiency of **1.95%**.
- Built CRM revenue reporting that connected channels, campaigns, leads, deals, won revenue, and team performance; 2024 dashboards tracked **37,550 deals**, **1,702 won deals**, and **469.9B VND revenue**.
- Generated nearly **5B VND in SEO-attributed revenue**, including **2.2B VND in 2024**, through technical SEO, content strategy, site performance optimization, and search visibility improvements.
- Grew organic visibility to **455K clicks** and **17.2M impressions** in a 12-month GSC view, supported by technical SEO, content operations, and dashboard monitoring.
- Built dashboards in Looker Studio, Power BI, and Tableau to track ads, leads, deals, revenue, SEO visibility, traffic behavior, and marketing team performance.
- Automated email reports, task tracking, lead/deal reporting, and CRM workflows using Google Sheets, APIs, and custom scripts, saving **20+ hours/week** of manual work.
- Built and optimized WordPress websites, landing pages, tracking setup, and site-speed improvements to support paid and organic conversion paths.

Marketing Executive

Nam Thanh Travel | 2019 - 2021

- Managed Google Ads campaigns for B2C flight-ticket keywords, optimizing ad copy, keyword structure, landing pages, and acquisition cost.
- Built and executed SEO strategy across keyword research, on-page SEO, technical SEO, off-page SEO, link building, and reporting.
- Improved competitive keyword visibility for travel search terms and reduced ad spend per conversion through campaign optimization and A/B testing.
- Trained content writers on SEO writing, image optimization, internal linking, and page structure.

SELECTED AI GROWTH PROJECTS

Xe Hung Long - AI-Assisted SEO & Full-Funnel Growth

- Built an AI-assisted SEO content engine for a Vietnamese transport company, scaling the CMS from near-zero blog presence to **452+ published articles** across **320+ keyword clusters**.
- Used Ahrefs, GSC, GA4, and Gemini-assisted workflows to plan route, tourism, food, seasonal, commercial, and brand content.
- Built GA4/GTM/GSC tracking with custom events for scroll depth, form starts, phone clicks, Zalo clicks, booking clicks, and payment button clicks.
- Created Python automation for GTM setup, CMS sync, SEO optimization prompts, GA4/GSC/Facebook reporting, and Google Ads auditing.
- Grew organic clicks to roughly **5,400 clicks/28 days**, up **+11.8% MoM**, while expanding non-brand organic discovery.

Math Aha Daily - AI Short-Form Content Growth System

- Built an automated math video production and distribution system using Manim, Python, JSON specs, AI-assisted scripting, metadata generation, QA checks, and multi-platform publishing.
- Researched **1,000+ reels** and **50M+ views** across top math accounts to identify repeatable content formats, optimal duration, hooks, and loop structures.
- Designed a workflow that can produce **2-3 publishable videos/day** versus a manual editing baseline of **1-2 videos/week**.
- Generated **345.1K Facebook views**, **150,684 viewers**, **750 follows**, and **2.5K content interactions** in a 28-day window.
- Generated **39.0K YouTube views**, **63.1K watch hours**, and **+270 subscribers** in the same 28-day launch window.

AI Ads Optimization & Reporting Tools

- Built a self-hosted Meta Ads Manager alternative with AI ad reviews, creative variation generation, recommendation rules, automation rules, spend controls, approval workflows, and audit logs.
- Created Google Ads audit/reporting tools for Koobiz, extracting campaigns, ad groups, keywords, search terms, assets, quality scores, recommendations, change history, demographics, devices, geos, budgets, and time-series data.
- Generated HTML reports with KPI dashboards covering spend, CTR, CPC, CPA, ROAS, impression share, search term quality, demographic breakdowns, and prioritized action plans.
- Diagnosed growth blockers including misconfigured conversion tracking, Smart Bidding learning resets, thin campaign budgets, search term leakage, and ROAS blindness from zero-value lead events.

AI Content Production & Product-Led Growth Systems

- Built AI content workflows using Gemini, GPT, CrewAI/LangGraph-style pipelines, TTS, Remotion, Whisper captions, ffmpeg, and WordPress REST API.
- Generated **60+** production **SEO articles** for Singapore corporate service topics using a multi-agent pipeline covering research, titles, outlines, writing, auditing, and auto-fixing.
- Built DOCX-to-WordPress publishing automation with image extraction, compression, SEO naming, internal linking, Google Drive integration, and AI-assisted publishing tools.
- Built Autosocial, a self-hosted dashboard for scheduling, publishing, and tracking videos across Facebook Reels, Instagram Reels, YouTube Shorts, and other short-form channels.
- Built AI product-led growth projects such as PathAI / huongnghiepai.vn and KairoxBuild, combining assessments, AI-generated reports, public share links, referrals, vouchers, paid unlocks, and admin analytics.

TECHNICAL SKILLS & TOOLS

- **Languages:** Python, PHP, JavaScript, HTML, CSS, SQL
- **AI/LLM:** OpenAI, Gemini, Claude, CrewAI, LangGraph/LangChain, prompt engineering, AI agents, TTS, image/video generation
- **Advertising:** Meta Ads, Google Ads, TikTok Ads, Zalo Ads, Meta Marketing API, Google Ads API
- **Analytics:** GA4, GTM, GSC, Looker Studio, Power BI, Tableau, Microsoft Clarity, Plausible
- **SEO Tools:** Ahrefs, Semrush, Screaming Frog, Ubersuggest, Google Search Console, custom crawlers
- **Automation & Web:** Selenium, Playwright, WordPress REST API, Google APIs, API brokers, Zapier, Google Sheets, WordPress, Next.js, Docker, VPS, Cloudflare, Vercel

EDUCATION

Foreign Trade University

Major: International Economics | GPA: 3.2/4.0