

Huynh Phuc Hao

Digital Marketing Lead

Performance Marketing · Ecommerce Growth · CRM & Retention

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PROFESSIONAL SUMMARY

Digital Marketing Lead with 5+ years in performance marketing, ecommerce growth and CRM for fashion and retail brands. Scaled PAPAGO Fashion from **989.8M to 4.46B VND/month (4.5x) in 4 months** – **14.15B VND revenue and 61,943 items sold** over 5 months – by running livestream, organic content, paid ads and KOC affiliate as one system. Has managed Meta Ads budgets of **over USD 25K/month** at a peak ROAS of 8.73x, and currently runs email and web-push retention for a 26-brand retailer. Builds data and automation tooling with n8n and **Claude Code**.

PROFESSIONAL EXPERIENCE

Senior Digital Marketing (CRM & Retention)

May 2026 – Present

ACFC

Fashion and sports retailer distributing 26 international brands across 250+ stores; Magento ecommerce.

- Own the retention channels: Klaviyo email, OneSignal web and app push, Optimonk popups, and Magento website banners.
- Set up Klaviyo lifecycle automation flows.
- Moved email and web-push campaign production to Claude Code: monthly planning, copywriting, email design, scheduling and reporting. Output went from about 10 to about 30 campaigns a month with the same headcount.
- Built an ACFC email design system (reusable components and brand tokens) for building on-brand Klaviyo templates quickly. Also built a retention dashboard and a pre-send campaign forecast model with Claude Code.
- Lifted the email open rate to 53.6% in Aug 2026, up from 39.1% in Aug 2025. Raised web push CTR to 1.26% in the same month, +20% YoY.

Digital Marketing Lead

Oct 2023 – Apr 2026

SGW Saigon Fashion – PAPAGO Fashion

Men's mid-age fashion brand, multi-channel. Contract Oct 2023–Oct 2025, then full-time.

- Scaled monthly sales revenue from 989.8M to 4.46B VND (4.5x) between Oct 2025 and Jan 2026. Over Oct 2025–Feb 2026: 14.15B VND revenue, about 4.99B VND gross profit, 61,943 items sold (Pancake POS).
- Built a base of 41,161 customers. Repeat buyers (16%) generated about 27% of revenue.
- Ran four channels of work: a daily 2-session livestream, organic content (100K–457K views/video), paid ads and KOC affiliate.
- Managed about 1.57B VND of TikTok Ads and 845M VND of Shopee Ads spend over 5 months, plus 3 Facebook ad accounts. TikTok-attributed ROAS was 3.8–9.1x.

KEY RESULTS

4.5x Monthly revenue in 4 months	**14.15B** VND revenue in 5 months
8.73x Peak Meta ROAS (>$25K/month)	**8** Team members recruited & led
2.4B VND TikTok + Shopee Ads in 5 months	**3x** Campaign output with Claude Code

CORE SKILLS

PERFORMANCE ADS

Meta Ads · TikTok Ads · Shopee Ads · Google Ads · Conversions API

ECOMMERCE

TikTok Shop · Shopee · Lazada · Magento · Shopify · Livestream · KOC Affiliate

DATA & AUTOMATION

Claude Code · n8n · Power BI · Looker Studio · GA4 · GTM

CRM & RETENTION

Klaviyo · OneSignal · Optimonk · Lifecycle flows · Segmentation

LEADERSHIP

Team of 8 · KPIs & SOPs · Revenue & margin reporting

EDUCATION

HCMC University of Technology & Education

Bachelor of Printing Engineering · 2014–2018

PROFESSIONAL EXPERIENCE (CONTINUED)

Digital Marketing Lead (continued)

- Recruited an 8-person team (content, marketplace ops, TikTok Shop, livestream hosts); set up KPIs, SOPs and real-time revenue/margin reporting to the owner.
- Built papago.vn and saigonwholesale.com.vn on WordPress, with SEO, Pixel, GA4 and GTM.
- Guest speaker at TikTok x University of Economics & Finance HCMC (Dec 2025). Represented SGW at a TikTok Global Leadership Meeting.

Digital Marketing & Data Analyst

Mar 2023 – Oct 2025

ROUTINE VN

- Managed Facebook Ads at over USD 25K/month. Average ROAS rose from 4x to 5x, peaking at 6.37–8.73x in Nov–Dec 2024 (Black Friday, 10th Anniversary).
- Built Power BI and Looker Studio dashboards across Facebook, TikTok, Google, Criteo, GA4 and online/offline sales.
- Automated data pipelines in n8n, including Meta CAPI and Google conversion uploads and multi-source Google Sheets sync. Ran email marketing automation.

Data Analyst

Jul 2022 – Dec 2023

Totoshop Fashion

- Built a multi-channel revenue and cost analytics system, including profit and break-even analysis per SKU and content-to-ads correlation analysis.

Facebook Ads & Ecommerce Executive

Apr 2020 – Apr 2021

Anhy Fashion

- Ran Facebook Ads (CPC, CPL, CPO, ROI) and Shopee and Lazada listings. Handled WordPress SEO, Pixel and GTM tracking.

REFERENCES

Available upon request.

CERTIFICATIONS

Google Digital Marketing & E-commerce Specialization
Google / Coursera (Dec 2024), incl. Foundations of Digital Marketing & E-commerce and From Likes to Leads.

LANGUAGES

Vietnamese	Native
English	Intermediate, EF SET B1