



◆ CONTACT

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PORTFOLIO
chuong-portfolio.pages.dev ↗

◆ SKILLS

MARKETING

Campaign planning, paid ads, seeding, KOL/KOC, livestream, CRM, research, reporting

DESIGN

Photoshop, Illustrator · social posts, web/e-com banners, thumbnails

VIDEO

Filming & editing, short-form, 2D animation, sales videos

AI & AUTOMATION

n8n, code, AI imagery & video, dashboards

◆ EDUCATION

University of Technology and Engineering
Cohort K21

MARKETING ◆ DESIGN ◆ VIDEO ◆ AI AUTOMATION

HUỖNH NGỌC CHƯỠNG

Marketing Executive · Content & Video · AI Automation

Marketing Executive with 2+ years at 30Shine, a nationwide men's hair salon chain. I run campaigns, produce videos and build automation tools with n8n + code. Five featured TikTok videos reached 31.4M views.

9.5M

views, top video

31.4M

views, 5 videos

1,000

livestreams/day

+120%

sales in 3 months

◆ EXPERIENCE

30SHINE Marketing Executive

08/2024 – now

AI & AUTOMATION

- Built automation tools with **n8n + code**: posting & seeding, ad operations with spend alerts, a team progress dashboard.
- AI demand-test videos **cut acquisition cost by 10%**; on-brand AI imagery cut ideation work by ~60% (estimated).

CAMPAIGNS

- Led the **“Royal Herbal Hair Wash”** livestream chain-wide: peak **1,000 streams/day**, **+2M organic reach** in 3 days.
- Planned **“Haircut in the Dark”**: recap reel reached **2.7M people**; ran the **Fade Artist** contest.

VIDEO & CONTENT

- TikTok videos: **9.5M · 7.1M · 6M · 5.3M · 3.5M views** (31.4M total), +8.9K followers; worked with ambassador **Hoàng Sao**.
- Ran **6 news fanpages** & seeding: 5+ posts over 1M reach, a Táo Quân post hit **5M**; content matrix, CRM, social posts.

HÀNG THÁI CHÍNH HÃNG Designer

06/2024 – 08/2024

- Designed social posts, thumbnails and banners for web, e-commerce and app in Photoshop and Illustrator.

TRƯỜNG DŨNG Marketing Executive

06/2023 – 12/2023

- Car-rental ads and content funnel: in 3 months **+120% sales**, **1,000+ leads**, **+30% conversion rate**.
- Partnered with 4 schools in Can Tho on marketing programs, tours and showcars.

◆ FREELANCE · 2024

BEAUTYPUB

English content, filming, ads.
+20% customers / 2 mo.

CAS

Market news & 2D animation. **+30K followers / 3 mo.**

HIKALI SPA

Media, content, editing, design.

FPT POLYTECHNIC

Marketing materials.

VIDEO EDITOR

Multi-industry, 2D to sales.