

Nguyen Khai Tri

SENIOR PERFORMANCE MARKETING SPECIALIST

Performance Marketing × Data Tracking × CRM Automation × AI-Powered Growth Systems

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CORE STACK

ACQUISITION CHANNELS

- Google Ads
- Meta Ads
- LinkedIn Ads
- TikTok Ads
- SEO

TRACKING & ANALYTICS

- GA4
- GTM
- Branch.io
- Metabase
- SQL

CRM & AUTOMATION

- HubSpot
- Mautic
- Email Lifecycle
- OpenClaw
- AI Content Gen

WORKING STYLE

- Funnel Diagnosis
- Creative Testing
- Attribution
- Dashboarding
- Automation

EDUCATION

FPT University
Embedded Systems, 2014 - 2017

PROFILE

Performance marketer with an Embedded Systems background, combining paid acquisition, data tracking, CRM automation and AI-powered reporting. Experienced in scaling app/web funnels across Google, Meta, LinkedIn and lifecycle channels, with a focus on business outcomes instead of vanity metrics.

IMPACT SNAPSHOT

+275.3%

MXV GROWTH

Verified accounts via full funnel.

34.0%

EKYC -> MXV

Users converting from eKYC to MXV.

+42.6%

ONBOARDING LIFT

Activation lift from journey optimization.

3.85

AVG. ROAS

Average ROAS across app UA.

PROFESSIONAL EXPERIENCE

ANFIN - Commodities Derivative Aug 2024 - Present

Senior Performance Digital Marketer

- Scope: Paid acquisition, funnel tracking, CRM/lifecycle, AI automation and performance reporting.
- Architected full-funnel acquisition across Google, Meta, LinkedIn and lifecycle channels, achieving +275.3% YoY growth in MXV account openings.
 - Improved user journey quality from registration to eKYC and MXV activation; raised eKYC success rate by +42.6% and eKYC-to-MXV conversion to 34.0%.
 - Optimized Google Search/App campaigns, Meta conversion campaigns and LinkedIn campaigns for commodity derivatives users.
 - Built AI-assisted creative and reporting workflows with OpenClaw to speed up market-news monitoring, ad ideation and performance review.
 - Managed lifecycle email campaigns with peak engagement around 40% read rate; reached 67 new MXV accounts in Dec 2025.

ELSA SPEAK - Global EdTech Feb 2022 - Dec 2023

Senior Performance Marketing Specialist

- Scope: App UA, paid media optimization, tracking, CRM workflows and B2B lead nurturing.
- Managed performance campaigns across Google and Meta for app user acquisition, consistently optimizing toward ROAS and revenue targets.
 - Integrated Branch.io and GA4 insights to improve attribution quality, campaign decisions and funnel diagnosis.
 - Administered HubSpot workflows and supported MQL-to-SQL handoff for B2B growth initiatives.

HOW I WORK

- 1. Diagnose**
Map the funnel before scaling media spend.
- 2. Track**
Connect events, UTMs, CRM stages and outcome data.
- 3. Test**
Match creative angle, keyword intent and offer.
- 4. Automate**
Remove repetitive reporting and research work.
- 5. Optimize**
Prioritize business outcomes over vanity metrics.

TOOL GROUPS

- Paid Media**
Google Ads, Meta Ads, LinkedIn Ads, TikTok Ads
- Tracking**
GA4, GTM, Branch.io, UTM design
- CRM**
HubSpot, Mautic, lead scoring, segmentation
- Data & AI**
SQL, Python, Metabase, Chart.js, OpenClaw

CONTACT

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PROFESSIONAL EXPERIENCE - CONTINUED

RECRUITERY

Jan 2020 - Dec 2021

- Digital Marketing Specialist
- Built and scaled professional Telegram community to 2,200+ active members.
 - Implemented open-source CRM and email workflows, reaching record-high 60% open rates.
 - Ranked 20+ competitive keywords in Top 1 Google Search and created SQL dashboards with Metabase.

KADI MEDIA

Dec 2018 - Dec 2019

- Digital Marketer - Data Analyst
- Analyzed multi-channel performance across Google and Facebook Ads; built real-time reporting systems using Google Data Studio.
 - Supported campaign optimization through data visualization, performance breakdowns and channel reporting.

FPT SOFTWARE

Nov 2017 - Nov 2018

- AI Developer
- Researched and developed AI-driven solutions, forming the technical foundation for later growth automation work.
 - Built structured problem-solving discipline from software and embedded systems projects.

SELECTED GROWTH SYSTEMS

Mautic Lifecycle Automation

Segmented nurturing flows, lead scoring and email triggers for registration-to-activation journeys.

OpenClaw AI News Agent

Automated market-news crawling, summarization and creative insight generation for ad workflows.

Interactive Data Dashboard

Survey analytics dashboard with Chart.js, dynamic filters, cross-analysis and visual storytelling.

Paid Media x CRM Funnel

Connected Google, Meta, LinkedIn, GA4/GTM and CRM stages into a measurable acquisition system.

CORE COMPETENCIES

- Performance Marketing**
Google Search, App/UAC, PMax, Meta conversion ads, LinkedIn B2B, TikTok Ads
- Measurement & Analytics**
GA4 event design, GTM, Branch.io attribution, UTM governance, funnel dashboards
- Automation & CRM**
Mautic, HubSpot, lifecycle emails, lead scoring, segmentation, AI-assisted workflows
- Data Storytelling**
SQL, Python, Metabase, Chart.js, cross-analysis, executive reporting