



Education

Master of Business Administration (MBA)
UEH - International School of Business (ISB)
Current - 2027

Certifications

- Bachelor's degree in Marketing - VHU
- Google Ads - Measurement Certification
- ChatGPT for SEO: A Complete Guide to Boost Rankings
- TOEIC score of 650

Money-making tools



Phuoc Dat Nguyen

SEO LEADER / GOOGLE ADS MANAGER / GROWTH MARKETING



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Portfolio: <https://daniel-nguyen.io/>

Profile

Hi, I'm Dat Nguyen. I use AI in SEO and Google Ads to x3 productivity. I mix technical with the marketing strategies to grow business.

I have over 4.5+ years in SEO (since Jan 2021) and 2.5+ years in Google Ads. Besides that, I handle email marketing, social media, and take charge of training the lower-level team.

I focus on driving sales, getting quality B2B lead contacts and branding for omni-channel.



Work Experience

05/2024 - 05/2025

• Growth Marketing Specialist

ATC Furniture (B2B International Market)



Outdoor & Wicker Furniture
www.atc-craft.com
Atc-craft.com

I am currently handling the SEO and Google Ads channels as my core responsibilities.

In addition, I manage a team of 4 members who are in charge of Content, Social Media, and Email Marketing. I consistently 2-3 high-quality leads per day for the business through Google Ads and SEO channels. Additionally, I have contributed to a 3x growth in views across social media platforms such as TikTok, YouTube, and Facebook through teamwork and strategy.

5/2023 - 04/2024

• SEO SPECIALIST / GOOGLE ADS MANAGER

DOGO CORPORATION JAPAN LIMITED



Japan-figure.com



Japanwithlovestore.com



Kiichin.com

I am currently managing 2 Shopify E-commerce Global stores with domains Japan-figure.com and Japanwithlovestore.com, generating a total revenue of \$1,940,000 USD for Quarter 4. Specifically, I am responsible for the Google Ads and SEO channels. In addition, I also manage a large product portfolio of up to 300,000 products and train the team, helping my subordinates become digital marketers with skills in On-page SEO, Off-page SEO, basic Google Ads optimization and report creation on Looker Studio.

1/2021 - 4/2023

• SEO LEADER

FAGO AGENCY TRADING SOLUTION COMPANY LIMITED



Sapp.edu.vn



Mixhotel.vn



Panelchinhhang.vn



Giuongtudep.vn

Has self-deployed SEO and maintained more than 7+ projects in diverse industries from furniture, construction materials, fine art stone, hotels, mechanics,... Among them, there are interior projects that increased from 1k1 traffic => ≈ 20k traffic within 6 months and many other case-studies in many fields.