

Thu Pham (Shu)

Digital Marketing Manager · Social Media & Community Leader · Content Branding & SEO · AI Visual & Canva · AI Agent Solutions

Ho Chi Minh City, Vietnam · pham.at12@gmail.com · 0909 132 401 · linkedin.com/in/thu-pham-1020

PROFESSIONAL SUMMARY

Digital marketing professional with over 6 years in community management, content, SEO and social media. Led a team of 2 (1 full-time, 1 freelancer) and coordinated outsourced partners for content, advertising and design. Built communities of over 130,000 members, ran livestream sales and multi-channel campaigns, and now builds AI-assisted tools and automation.

CORE SKILLS

- **Social Media & Community:** Community management, fanpage and TikTok operations, livestream sales, minigames and contests
- **Content Branding & SEO:** Content pillars, brand voice, keyword research, website content audits, rank tracking
- **AI Visual & Canva:** Brand guidelines, social graphics, short-form video (Reels, TikTok), CapCut, Canva, Photoshop, Illustrator
- **AI Agents & Automation:** Telegram AI assistant, Python-based reporting automation, Cloudflare Workers
- **Analytics & Tools:** Google Analytics, Google Search Console, Google Trends, Ahrefs, Yoast SEO, WordPress, Meta Ads, TikTok Ads

EXPERIENCE

Digital Marketing Manager

08/2024 – 09/2026

Medpharm (Saturex, Hemocyl, Femarelle, Droppii)

- Led a team of 2 and coordinated outsourced partners for content, advertising and design.
- Ran multi-channel operations across Facebook fanpage, TikTok, website, Facebook groups and Zalo; planned monthly content and reported results.
- Scripted and set up promotions for livestream sales with KOLs. In January 2025, one month reached nearly 90 orders with a successful-order rate of nearly 90%.
- Led SEO and satellite-page strategy: audited website content and identified over 10,000 broken (404) links; tracked 57 keywords, with 32 on the first results page as of April 2026. Kept the outsourced team on schedule.
- Supported expansion of the Droppii sales-partner channel: Zoom training, promotions and marketplace livestreams. Revenue grew 63% in October 2025; partner count grew by more than 40% in the November 2025 reporting period.
- Ran a "Buy 1 Get 1" campaign on Facebook and TikTok from 24 August 2026. Key lesson: measure real orders, not just engagement; recommended clearer pricing, FAQ and landing-page information.

Social Content Collaborator

09/2023 – 09/2024

Mastr Mode (digital self-development products, Canada)

- Edited video and photo content for a TikTok channel, reaching about 1 million views per month.
- Grew engagement by about 200,000 likes, comments, saves and shares through interactive content.

Community Coordinator

03/2021 – 11/2023

Hello Health Group (Hello Bacsi)

- Managed 8 online communities, growing membership from launch to over 132,000 members.
- Designed minigames, contests and polls that added 3,000–4,000 new members per campaign, with about 32% monthly engagement.
- Used data to find trending topics, bringing 400,000–500,000 organic visitors per month to the community platform.
- Worked with experts and brand ambassadors on livestreams and Q&A sessions.

SEO Writer

08/2020 – 02/2021

Hello Health Group

- Wrote health articles optimized for search, averaging about 1,500 words each.
- Built a keyword strategy that lifted click-through rate by about 20% and reduced bounce rate by about 10%.

EDUCATION

Bachelor of International Business

2019

University of Economics Ho Chi Minh City · GPA 8.24/10

CERTIFICATIONS

TOEIC Listening & Reading 730/990 (2019)

TOEIC Speaking & Writing 290/400 (2024)

IC3 – Internet and Core Computing (2017)

Search Engine Optimization (2020)

Graphic Design 2D (2020)