

PHAM MINH THANG

Head of E-commerce | E-commerce Growth | Performance Marketing

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Hanoi, Vietnam · Open to Hanoi and Thai Nguyen



PROFESSIONAL SUMMARY

Over 10 years in Digital Marketing and E-commerce, moving from Performance Marketing to building and running a full E-commerce operation from scratch. Currently Head of E-commerce, owning channel strategy, revenue, AOP, P&L, budget, KPI, SOP and team development across 5 marketplaces. Managed over **VND 12 billion** in advertising budget for 15 brands, with strengths in data-driven growth, performance optimization and P&L management.

CORE COMPETENCIES

E-commerce Management: E-commerce Strategy · Marketplace Operations · P&L Management · AOP · Budget Management · Revenue Growth · Shopee · TikTok Shop · Lazada · Tiki · Thuocsi

Performance Marketing: Meta Ads · Google Ads · TikTok Ads · Zalo Ads · ROAS · CPA · CAC · CPL · A/B Testing · Conversion Optimization

Brand & Content: Brand Positioning · Multi-channel Campaign · Livestream · Trade Fairs & Events · Content Production

Data & Analytics: Marketing Analytics · Dashboard · P&L Analysis · AOV · Conversion Rate · Cost Optimization · Data-driven Decision Making

Leadership & Operations: Team Building · Recruitment · Training · KPI · SOP · ISO · Cross-functional Collaboration

AI & Automation: AI Agents · n8n · API · Claude · ChatGPT · Workflow Automation

PROFESSIONAL EXPERIENCE

HEAD OF E-COMMERCE · SAPON GROUP

11/2025 - Present

Hanoi · FMCG

- Built and now run the **E-commerce department from scratch**; own E-commerce Strategy, revenue, AOP, P&L and budget, and directly recruit and train a team of 5.
- Reduced **Marketing Cost / Revenue from 50.6% to 20.1%**.
- Grew monthly e-commerce revenue from near zero to **VND 700M+**; reached **VND 4.09B in 2026 year-to-date revenue** through September.
- Built the **annual department budget of VND 4.13B** (headcount, marketplace fees, advertising, affiliate), the KPI framework and ISO-aligned SOPs.
- Run **5 marketplaces** in parallel: Shopee, TikTok Shop, Lazada, Tiki and Thuocsi; plan channel strategy directly with the CEO.

DIGITAL MARKETING SPECIALIST · SAPON GROUP

05/2025 - 11/2025

Hanoi · FMCG

- Ran and optimized Facebook, Google and TikTok Ads on roughly VND 80M per month.
- Cut **CPA and CPL by 29%** through A/B testing on audiences and messaging.
- Set up the first operating system for Shopee, TikTok Shop, Lazada and Tiki, laying the groundwork for the E-commerce department.

DIGITAL MARKETING - LIVESTREAM & PLATFORM GROWTH · HI1 VIETNAM

10/2024 - 04/2025

Hanoi · Content platform

- Scripted and ran **5 Mega Livestream sessions** with Phu Nu Vietnam Newspaper, reaching **32,000+ views**.
- Brought in **1,064 new users** and grew **website traffic by 200%**.
- Managed the website and fanpage; partnered with Content, Media and Tech to optimize user acquisition.

DIGITAL MARKETING SPECIALIST · SHOPLAB

03/2024 - 10/2024

Hanoi · Home appliances and laboratory equipment

- Managed roughly VND 100M per month across Facebook and Google Ads.
- Grew **revenue 25%**, lifted **conversion rate from 3% to 8%** and cut **CPC and CPA by 12%**.

DIGITAL MARKETING FREELANCER | PART-TIME, PROJECT-BASED

06/2022 - 03/2024

Hanoi, remote · Health supplements, fashion, services

- Managed roughly **VND 380M per month** in media budget across **6 projects** on Facebook, Google, TikTok and Zalo.
- Khang Duoc (health supplements): cut **CPA 33%** (VND 90,000 to 60,300) and **CPV 40%** (VND 300 to 180) against plan.
- Kept advertising effective in a heavily moderated category through a broad - narrow - Lookalike funnel structure.
- From 06/2022 to 12/2022 took project work part-time alongside the Altai Sibiri role, while the company moved to working from home during Covid-19.

MARKETING EXECUTIVE · ALTAI SIBIRI VIETNAM

12/2018 - 12/2022

Hanoi · Health supplements, traditional medicine ingredients

- Opened the online retail market **from zero** for a deer antler product line imported from Russia.
- Once the funnel stabilized, **revenue grew 40%** while **Marketing Cost / Revenue stayed around 20%**.
- Built an **O2O model** pairing digital marketing with trade fairs and exhibitions to create and convert demand.

FOUNDER · THANGVEST

03/2016 - 12/2018

Hanoi · Menswear, D2C and B2B

- Founded and ran a D2C/B2B brand, owning business strategy, sales channels, marketing, pricing, inventory and customer operations.
- Averaged **roughly VND 300M in monthly revenue with almost no advertising spend**.
- Structured revenue at **80% B2B wholesale** and 20% B2C retail, building a base of **500+ customers**.

SELECTED AI & AUTOMATION PROJECTS

E-commerce P&L Reporting Dashboard

Designed the financial logic and built a centralized reporting system consolidating Shopee, TikTok Shop, Lazada and Tiki data, automating revenue, cost and P&L by marketplace.

Impact: **Cut reporting time from 6 hours per week to roughly 10 minutes, and moved budget allocation from gross revenue to net profit.**

AI Content Production Pipeline (n8n + AI Agents)

Designed an n8n workflow orchestrating 4 AI agents across research, scripting, image and video production and distribution, with one mandatory human review step for health-category compliance.

Impact: **Tripled output (2 to 6 posts per week) while cutting hands-on time from 10 to 4 hours per week.**

EDUCATION

Bachelor of Business Administration · Hanoi University of Business and Technology (HUBT) · 2022

ADDITIONAL INFORMATION

Target roles: Head of E-commerce | E-commerce Manager | E-commerce Lead | Digital Marketing Manager

Industry exposure: FMCG · Pharmaceuticals · Health Supplements · D2C · Retail

Languages: Vietnamese (native) · English - reads industry material and handles written work correspondence (TOEIC 550)