

# HUY NGUYEN DINH

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## PROFESSIONAL SUMMARY

**Results-driven Brand & Marketing Professional** with a passion for turning strategy into impact. Experienced in building IMC programs, PR engines, and content/SEO systems that transform ideas from 0→1 into scalable growth engines. Known for strategic thinking, execution excellence, and problem-solving in complex, fast-paced environments.

### IMPACT SNAPSHOT

- 40%+ growth in monthly organic traffic via a structured content engine & SEO ops.
- 60+ media placements across 15+ outlets; launched an official news/press hub.
- 16-part flagship event series (2,000+ total registrations), ~90% avg. CSAT.
- 700K+ monthly views & 200K+ reach across social; 12+ customer case studies.
- #1 national campaign performance at AIESEC; 1,900+ leads; 9.4/10 CSAT; 92% retention.

## EDUCATION

### UNIVERSITY OF ECONOMICS HO CHI MINH CITY (UEH)

Oct 2020 - Dec 2023

Bachelor Degree of Commercial Business - Accumulative GPA: 3.68/4.0

## EXPERIENCE

### FILUM.AI

*Filum.ai is a pioneering B2B SaaS company leveraging AI Agent to transform business operations & customer experience.*

#### Marketing Executive (Product & Brand)

Jan 2024 - Present

- Built the full-funnel B2B content engine, driving **40%+** organic traffic growth and category authority.
- Directed PR & corporate communications, securing **60+** media placements across **15+** outlets, launching an official press hub.
- Orchestrated Vietnam CX Pioneers: 16-event flagship series with **2,000+** executives, **~90%** CSAT.
- Produced multi-format video and social program, scaling reach to **700K+** monthly views.
- Developed over **12** case studies for sales enablement, contributing to measurable improvements in the sales process.
- Designed AI-powered workflows that accelerated the content production lifecycle, achieving a **50%** improvement in efficiency.

### AIESEC IN VIETNAM - HO CHI MINH CITY BRANCH

*AIESEC in Vietnam is part of the world's largest youth-led organization, pioneering leadership development.*

#### Marketing & Recruitment Projects Lead

Jul 2022 - Nov 2023

- Designed and led multi-channel recruitment & brand campaigns, surpassing KPIs by **146%** and generating **1,900+** qualified leads in a competitive youth market.
- Directed end-to-end candidate and event journeys — from awareness to onboarding — achieving **9.4/10** CSAT and **92%** retention, a benchmark for member loyalty.
- Collaborated with universities, NGOs, and media channels to amplify campaign reach, secure sponsorship opportunities, and enhance AIESEC's employer brand positioning.

## CORE COMPETENCIES & EXPERTISES

### Strategic & Marketing Capabilities

Brand Strategy & Positioning · Integrated Marketing Campaigns (IMC) · Public Relations & Corporate Communications · Design & Messaging Architecture · Content Strategy & SEO · Product Marketing — B2B SaaS · Event & Community Marketing · Stakeholder Management · Marketing Analytics & Performance Dashboards · Systems Design & Workflow Optimization

### Tools & Platforms

Google Analytics · Google Search Console · Microsoft Clarity · Looker Studio · SEMrush · Meta Business Suite · HubSpot · ActiveCampaign · n8n · Figma · Canva · CapCut · ChatGPT · Gemini · Anthropic · NotebookLM · ElevenLabs · Midjourney · WordPress · Strapi · Lovable · Microsoft Excel (Advanced) · Google Sheets (Advanced)