

Tran Nguyen

+8615821009413 · kellynguyen.dev61@gmail.com
Shanghai, China



PERSONAL STATEMENT

An experienced solutions consultant with a strong passion for applying technology to solve business problems. During 6+ years working in the ad-tech / mar-tech industry, I have been enabling companies in various verticals to efficiently adopt and implement tech platforms into their business framework. My long-term plan is to polish my industry knowledge, technical and managerial skills to be an expert in my field and help more businesses to grow via technology.

EDUCATIONAL BACKGROUND

Master of Business Administration (MBA)

2025 - 2027

Shanghai University of Finance and Economics

- Chinese Government Scholarship CSC

Bachelor of Business Administration

2015 - 2019

International University of HCM City (HCMIU)

- Full 4-year academic scholarship
 - GPA: 83.5
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PROFESSIONAL EXPERIENCE

Adjust GmbH - Mobile app measurement platform

April 2021 - Dec 2025

Senior Solutions Consultant - Regional Team lead INSEA - Korea

Key responsibilities

- Lead SEA region-wide technical consultancy, advance sales team's conversion rate of strategic clients and enterprise deals
- Manage onboarding, SDK integration and training process for clients in different countries (SEA region, Australia, New Zealand, Pakistan and Taiwan)
- Develop and maintain technical documents and internal processes to enhance team's efficiency
- Mentor and provide product trainings to new junior team members

Accomplishments:

- Contribute to the regional sales KPIs, bringing more than \$800,000 worth of revenue quarterly.
- Be delegated as the speaker for multiple Adjust's quarterly educational events - Adjust Growth Lab
- Acquire 99% client satisfaction (from 200+ clients) for dedicated support and professional consultancy

Ematic Solutions - Martech consultant company

Aug 2019 - Mar 2021

Implementation Engineer - Team lead

Key responsibilities

- Formulate clients' business problems and propose according solutions utilizing martech platforms
- Implement the whole proposed martech framework into clients' system (Ex: website, mobile app, CRMs, backend, etc.)
- Delegate junior engineers to handle client onboarding process
- Recruit, provide training and deliver performance evaluation for junior engineers in the team
- Spearhead new martech platforms research and innovations

Accomplishments:

- Convert and onboard more than 50 clients, including recognizable brands in Vietnam market like Tiki, Manulife, Vietjet, PizzaHut, Uniqlo, etc.
- Increase deal closing rate of sales team by 10% by offering technical consultancy in pitching meetings
- Be promoted to team lead of Vietnam sales engineers team, managing 3 junior engineers, after 1 working year

Vinad Media - Digital Marketing Agency **Digital Marketing Executive - Project Lead**

June 2017 - July 2019

Key responsibilities:

- Manage a project of a real estate website for foreigners in Ho Chi Minh City and other advertising projects
- Develop plans and perform digital promotion for the project. For example, SEO plan to increase web ranking, advertising plans on Facebook, Google, etc.
- Coordinate with developer, design and content team to ensure qualified deliverables of the project

Accomplishments:

- Deliver the website project on time and ensure that project's results meet the requirements
- Be assigned to lead a brand new project after 1 working year

KEY COMPETENCIES

Technical skills

Javascript, SQL, Python
iOS/Android debugging
APIs testing and debugging

Soft skills

Negotiations
Project management
Public speaking

Language Skills

English - IELTS 8.0
Chinese - HSK 4

EXTRACURRICULAR ACTIVITIES

Vietnam Japan Exchange Program (VJEP) **Leader Vietnam Coordinators Team**

2016

The event was organized by Asian Association of Education & Exchange (AAEE). The main mission of AAEE is to address common issues that transcend nations, regions, and cultures by engaging in communication with others.

Key responsibilities

- Recruit and lead the Coordinators team in Vietnam
- Establish and communicate project's ideas with the team to build an action plan together
- Oversee end-to-end operations of the program, from promoting the event to Vietnam university students, getting approval from the government for exchange activities to developing the agenda for each activity

Global Me - Model United Nations (MUN) **Organizer team member**

2016

The event was organized by Business Administration Youth Union of HCM International University. This was an English Debate Contest following the format of a United Nations conference. Participants were delegated to represent different countries to raise their voice in multiple global or regional matters.

Key responsibilities

- Be a core member of the Content team
- Research about MUN's guidelines and contribute to the topic guides for participants
- Establish and develop a website to introduce the contest and deliver necessary information to the participants
- Approach and invite the board of judges, and build up assessment framework for the contest