Tran The Long

Performance Marketer (Meta and Google Ads) · Marketing ops and AI workflows

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English: professional working proficiency (IELTS 6.5, UK degree) · Vietnamese: native · Remote, part time or full time
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PROFILE

Digital marketer running paid advertising since 2021 across retail, ecommerce, travel, serviced apartments, property and B2B. Hands-on with Meta, my strongest channel, and with Google Ads. I match the campaign objective to the action the business wants, then judge lead quality through the landing page, tracking and CRM before I change spend. Since mid 2026 I design and run small AI workflows with human approval, so marketing work is faster and easier to audit.

SELECTED RESULTS

- Managed about VND 345M (about USD 13,000) of Facebook ads at BM Agency, 15 May to 26 Aug 2021, across 33 to 40 campaigns: 216 leads and 1,901 messages.
- Built the TeeTee&Co. membership funnel: 184 form fills to 30 workshop bookings (16%, 21 Sep 2026); 523 members by 7 Oct 2026.
- Rebuilt a chat-led creative as a Messages ad at Three Trees: it became July 2026's strongest ad by conversation volume at unchanged daily spend.
- Write specs for AI coding agents, review their output and accept or reject it: about 6,500 commits across 11 repositories, each tool with tests and a human approval step.

KEY EXPERIENCE

Digital Marketing Team Lead · Three Trees Group — May 2026 to present

Full time · ThreeTrees and TeeTee&Co. jewellery brands, Hanoi

- Lead Meta campaigns for two brands from objectives, audiences and budgets to launch, optimisation and reporting; review daily execution with the media buying team. Meta spend about VND 56M (about USD 2,150) from 1 to 28 Jul 2026.
- Brief content and design colleagues on concepts and copy; run creative and message tests across products and objectives, and reallocate existing budget to the winning approach.
- Own the membership and workshop funnel: landing pages, forms, FluentCRM, source tracking and follow-up emails.
- Implement Meta Pixel and Conversions API (CAPI), GA4 and Google Ads tags; reconcile the full funnel against CRM records.
- Run Google Search and Performance Max: separated contact and directions clicks from real form leads before judging results (Search: 170 clicks, 3.90% CTR).

Founder & Freelance Digital Marketing Consultant · Welcome To Marketing — 2021 to 2024

Own agency, run alongside employed roles

- Built paid acquisition for Cixi Serviced Apartment from launch, tied to the sales process.
- Ran advertising and online sales for fashion clients Consolism and Monolife (Consolism 2023: about VND 118M, about USD 4,500, in ads).
- Project manager for S.QEEN (Oct 2024): VND 8.62M (about USD 330) in ads, 148 messages, 16 posts and 14 videos a month.

OTHER EXPERIENCE

E-commerce Seller (self-employed) · Mira Mori products Dec 2025 to Apr 2026

Own shop on Shopee, TikTok Shop, Facebook and Instagram.

Founder, Head of Communications & Sales · Bandia Media & Travel JSC Jan 2024 to Dec 2025

Own company, alongside other roles; KOL and travel blogger partnerships.

Digital Marketing Executive · Minh An Travel Jun 2023 to Aug 2024

Paid campaigns for tours, ad copy, creatives and short videos.

Digital Marketing Executive · Sibetech Feb to May 2023

B2B campaigns on Facebook, Google and Zalo.

Communications & Sales Executive · NAC May to Dec 2022

Property campaigns and lead follow-up with the sales team.

Media Buyer · BM Agency (Hai Phat Land) Feb to Nov 2021

Facebook lead generation for property; Google Display test (11 days, VND 14.1M, about USD 540, 43 conversions).

Also: Personal Banking Intern, SHB (Jun to Nov 2025).

PROJECTS

- **Paid Signal** (PayPal AI Hackathon, 2026): AI agents attribute ad spend and commissions only to PayPal-confirmed sales; the shop owner approves every payout.
- **Taste Brief** (Qloo hackathon, 2026): podcast and paid social research assistant on Claude and Qloo.
- **Lead Triage Kit** (n8n, 2026): checks, scores and routes form leads; model errors go to a human. Passes 14 test scenarios and 27 regression checks.

TOOLS

Paid advertising	Meta Ads (primary): Lead Ads, Messenger, conversions, remarketing, creative tests. Google Ads: Search, Performance Max, Display.
Measurement	GA4, Meta Pixel, Conversions API, Google Ads tags, UTM, CRM reconciliation, Microsoft Clarity.
Web and CRM	Landing pages, forms, WordPress, FluentCRM, HubSpot, email journeys, Search Console, Merchant Center, Business Profile.
AI workflows	n8n, Make, Zapier, Claude, ChatGPT, Claude Code, Codex, always with human review.
AI evaluation	Prompt and rubric writing, judging AI output for accuracy and claims, Vietnamese and English review.

EDUCATION

BA (Hons) Banking and Finance · 2:1 (Second Class Honours, First Division)
University of Sunderland, 2024 · taught and assessed in English · Managing Projects 84/100.

Bachelor of Finance and Banking
Banking Academy of Vietnam, 2024 · grade: Good · joint programme with Sunderland.

Pearson BTEC Level 5 HND International in Business (Accounting and Finance) · 2023
Pass overall; Distinction in Marketing Essentials and Financial Accounting.

Training and teaching: Meta Blueprint; Google Analytics; HTML, CSS and landing pages. Author of a 19-module marketing curriculum (939 slides) and a 730-slide AI course.