

# MAI NGUYEN

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## COMPETENCES

### Digital Marketing

- CRM Systems (Odoo, Lime, HubSpot, Salesforce)
- Content Management System (Strapi, WordPress)
- Email Marketing (HubSpot, Mailchimp)
- Graphic Design (Photoshop, AI, InDesign)
- Google Search and Analytics (SEO, SEM, GA4)

### Data Analysis

- PowerBI, Excel, SQL server

### Others

- Project Management (Trello, Notion)
- Webinar and Event Coordination (GoToWebinar, Zoom, Eventbrite)

## CERTIFICATES

- HubSpot Inbound Marketing
- HubSpot Marketing Software

## EDUCATION

Arcada Uas| International Business

2019 – 2022

- Major: Marketing
- GPA: 4.47/5
- Degree thesis: 5/5
- Growth Marketing: 5/5
- Service Management and CRM: 5/5

With marketing expertise, I implemented the interactive Explorer for six international partners and improved email marketing performance with a 25% workload reduction and an 8% increase in open rates. I also contributed to an annually 900+ increase in LinkedIn followers with targeted content and media and contributed a 6% reduction in marketing costs through KPI analysis.

## EXPERIENCE

### Marketing Trainee| Quuppa Oy| 2022 – 2023

- Administered the interactive Explorer and implemented it successfully for six international partners across three verticals: Industrial 4.0, Logistics, and Healthcare, powered by Strapi CMS.
- Integrated marketing automation into email marketing using Mailchimp, reducing manual workload by 25% and improving the 'open' rate by 8%.
- Generated targeted content and graphics with Adobe tools, resulting in a 900+ increase in company LinkedIn followers in one year.
- Consolidated monthly reports and analyzed KPIs within Google Workspace, leading to a 6% reduction in marketing expense.
- Seamlessly integrated key contacts and leads from the Odoo CRM system into Mailchimp, achieving a monthly increase of 100 new subscribers.
- Optimized website development through resource rearrangement, reducing page weight by 7% and improving load times by 10%.
- Managed Eventbrite and GoToWebinar for event coordination, with 30 partner participants for the in-house event and 70 out of 80 registered attendees for the online webinar.

## PROJECTS

### UX Design for a Demo Travel App (4/5)

- Designed automation flow with ActiveCampaign and HubSpot, Chatbot with Artibot.ai, survey and measure UX metrics with Survicate.

### Inbound Marketing with WordPress Blog (4/5)

- Managed and designed content, materials, and various types of web pages with interactive elements.
- Enhanced customer experience leveraging data from GA.

### Growth Marketing for an Assumed Fitness Center (5/5)

- Implemented Facebook Ads, Google Ads, Mailchimp, and A/B testing to build growth marketing for an assumed Fitness Center.