Hoàng Tường (Ally)

Assistant Digital Marketing Manager

HOSPITALITY | EDUCATION

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PROFESSIONAL SUMMARY

Digital marketing and e-commerce professional with over 10 years of experience across hospitality and education. Keen to pursue opportunities in digital advisory and strategy planning, leveraging this expertise to create impactful solutions tailored to specific needs.

CORE COMPETENCIES

SEO strategy & execution | Google & Facebook Ads | OTA channel optimization | Hotel website & content optimization | Social media growth & conversions | Pre-opening brand positioning | Team leadership & training | E-commerce & digital training

PROFESSIONAL EXPERIENCE

Jul 2026 – Present

Assistant Digital Marketing Manager
Hoi An Marriott Resort and Spa (Pre-opening)

- **Brand positioning & market readiness:** Executed pre-launch brand positioning strategies to establish the resort's luxury presence.
- **Digital channel & brand alignment:** Collaborated with regional brand teams to build and optimize Marriott-compliant digital channels.

2023 – Jul 2026

Digital Trainer (Technology Teacher)
Palm River Academy

- Introduced foundational concepts in technology and digital marketing, website creation and e-commerce basics.
- Guided students in developing creative, practical digital skills using modern tools such as Canva, WordPress and Wix.

2020 – 2023

Digital Marketing Manager (Hybrid)
Noomfood

- **Brand development & digital marketing impact:** Turned Noomfood into a recognized name in the sustainable food industry in Vietnam.
- **Social media growth & conversions:** Achieved a 3x increase in followers and a 7x increase in conversions from social media platforms.
- **Website traffic & engagement:** Boosted website traffic by 10x with a competitive keyword plan.

2018 – 2020

Marketing and Communication Manager
Pullman Danang Beach Resort (ALL group)

- **OTA channel optimization:** Maximized revenue and optimized content across OTAs, increasing visibility and driving bookings.
- **Hotel website visibility:** Brought pullman-danang.com to the highest website ranking in the Danang hospitality market for both hospitality and destination keywords.
- **International recognition:** The resort was featured in Forbes Travel Guide's 2019 Star Awards and other international publications.
- **Leadership & collaboration:** Led a team of marketing executives, digital marketers and graphic artists. Liaised with the Revenue and Guest Experience Managers and reported to the Director of Sales and Marketing.

2015 – Present

Digital Marketing Specialist (Freelance)
Clients: Enable Startup, Lady Kombucha, Mango Mango and more · Family business/blog: Handmadee, Omayzing

- **SEO strategy & execution:** Improved search rankings and drove organic traffic, boosting online visibility.
- **Advertising planning & execution:** Used Google and Facebook Ads to optimize performance and maximize ROI.
- **Team building:** Hired and trained digital marketing team members to ensure effective campaign execution and long-term growth.

EDUCATION & CERTIFICATIONS

Nov 2024

120-Hour TESOL Certificate
ALAP (Awarding Language Acquisition for Professionals), England

Apr 2023

Marketing Analytics with Meta
Meta

Nov 2019

Digital & Ecommerce Training
Accor Business Campus

May 2019

Digital & Distribution Performance Training
Accor Business Campus

2013 – 2017

Bachelor of International Business
Danang University of Economics

LANGUAGES

Vietnamese | English

REFERENCES

Loc Tran (Ms)
Area E-commerce Manager | Vietnam
Anantara Hoi An Resort

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