

HUYNH MY PHUONG

Digital Campaign Operations Specialist

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Digital campaign operations professional with hands-on experience handling campaign operations for 40+ brands through setup and trafficking, delivery monitoring, campaign optimization, final reporting, material QA, and agency coordination. Brings a structured approach to diagnosing delivery issues, coordinating cross-functional follow-through, and keeping campaigns aligned with approved requirements.

01 / EXPERIENCE

VCCorp – Admicro

Ads Operation Executive | Full-time | Ho Chi Minh City, Vietnam | Mar 2025 – Present

- Execute campaign setup, trafficking, and delivery monitoring for 40+ brands, working within client- and agency-supplied campaign requirements.
- Monitor CPC, CTR, CPA, delivery pacing, and related signals; apply approved campaign adjustments to maintain delivery.
- Prepare end-of-campaign reports and provide audience and key-visual recommendations for approved campaign requirements.
- Coordinate material, creative, compliance, and technical issues with specialist teams while monitoring resolution progress and keeping relevant campaign stakeholders informed.
- Communicate directly with Dentsu, PMAX, I-DAC, and Novaon on setup, materials, targeting, delivery, final reporting, and top-up operational matters.

02 / SELECTED CAMPAIGNS — VCCORP / ADMICRO

CAMPAIGN 01

MB Bank

- Supported multi-program campaign operations through setup and trafficking, targeting, material QA, delivery monitoring, operational optimization, report preparation, and agency-mediated communication.
- Identified under-delivery through pacing and performance signals; assessed likely targeting, inventory, placement, frequency, creative, or setup constraints; then applied approved adjustments, contributing to delivery returning toward an acceptable trajectory.

CAMPAIGN 02

Eucerin

- Performed display and rich-media campaign operations, including setup and trafficking, material/KV checks, delivery monitoring, optimization, reporting, and stakeholder coordination where applicable.
- Conducted demo QA and coordinated specialist creative and technical teams through revision feedback, progress follow-through, and verification against campaign requirements.

03 / SUPPORTING EXPERIENCE

Konic Group

Digital Marketing Executive (functional title) | Full-time | Ho Chi Minh City, Vietnam | 2024 – Jan 2025

- Operated Meta Ads Manager for campaign, ad-set, and ad creation, targeting, performance monitoring, optimization, pause/scale decisions, and operational budget adjustments.
- Conducted English-language US/EU market research and supported international customers and stakeholders with paid-campaign and content work.

Galaxycons / G+Furniture

Two separate companies

Social Marketing Collaborator | Dec 2023 – Mar 2024 combined period

- Executed Facebook and TikTok paid-campaign work, including campaign setup, targeting, optimization, performance monitoring, and reporting where applicable.

04 / CORE SKILLS

Campaign Operations: Campaign setup & trafficking; delivery monitoring; pacing & delivery analysis; operational campaign optimization; material/KV & demo QA; final reporting; agency/stakeholder coordination; cross-functional issue coordination

Platforms & Data: Meta Ads Manager; Excel; Pivot Tables; Power Query

05 / EDUCATION

University of Economics and Finance (UEF) — E-Commerce, Digital Marketing specialization

Sep 2020 – Jul 2024 | GPA: 3.0/4.0

06 / TRAINING & CERTIFICATIONS

- Google Digital Marketing & E-commerce — Coursera, 2023

07 / LANGUAGES

English: Professional working use for email, briefs, reporting, and stakeholder communication | TOEIC 740 (2024)