

HUYNH MY PHUONG

Paid Social Specialist

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Paid social professional with hands-on experience in Meta Ads and TikTok Ads, targeting, performance monitoring, optimization, and reporting. Combines paid-social execution with current campaign-operations experience, including delivery follow-through and creative recommendations. Brings international-market exposure, English-language work, and static creative production using Canva and Figma.

01 / EXPERIENCE

VCCorp – Admicro

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

- Execute campaign setup and trafficking, coordinate targeting inputs, and monitor delivery for campaigns across more than 40 brands.
- Monitor CPC, CTR, and CPA signals, using approved operational adjustments to support campaign delivery, pacing, and performance objectives.
- Prepare final campaign reports and provide audience and key-visual recommendations to support approved campaign execution and material alignment.
- Coordinate with agencies and specialist teams on campaign materials, delivery status, issue follow-through, and operational top-up coordination matters.

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.
- Identified 20+ winning products using consistent orders, scalability potential, and positive profitability as practical selection criteria.
- Created 200+ static advertising assets, including creative ideas, posters, static ads, and mockups, using Canva and Figma.
- Contributed market research, product selection, audience insight, product uploads, copy/content, creative production, and Meta Ads execution for an African-American audience niche website project.

Galaxycons / G+Furniture

Two separate companies

Social Marketing Collaborator | Dec 2023 – Mar 2024 combined period

- Executed Facebook and TikTok Ads work, including campaign setup, budget handling, targeting, optimization, performance monitoring, and reporting where applicable.
- Produced 100+ creative assets and analyzed paid Facebook performance outputs to inform campaign work.
- Supported 20+ product launches through content, creative, paid ads, and event/support work; also supported TikTok Shop/livestream operations with real-time data updates.

02 / CORE SKILLS

Paid Social Execution: Meta Ads Manager (Facebook Ads); TikTok Ads; paid-social campaign setup; targeting; performance monitoring; campaign optimization; pause/scale decisions

Analytics & Creative: Reporting & performance analysis; Excel; Pivot Tables; Power Query; Canva; Figma; static ad creative

03 / EDUCATION

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

Sep 2020 – Jul 2024 | GPA: 3.0/4.0

04 / TRAINING & CERTIFICATIONS

- Google Digital Marketing & E-commerce — Coursera, 2023
- Facebook Advertising and Google Advertising — IMTA, 2023

05 / LANGUAGES

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