LÊ QUANG KHÔI

Digital Marketing Manager · Growth & Performance Marketing · Marketing Data & AI Automation

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SUMMARY

Digital marketing manager with 8 years across agencies and in-house teams (2018–2026) in fintech, e-commerce, education, children's services, F&B, consumer audio and travel. Owns a $125K+ monthly paid-media budget on Meta and Google. Builds his own measurement: led the build of a production marketing data platform (60+ modules, 8+ data sources, ClickHouse warehouse) using AI coding agents. Track record: ROAS 3.5x for an education brand, cost per message cut 58%, agency campaigns at 12.9–14.8% CIR.

EXPERIENCE

Digital Marketing Manager / Lead · WeMasterTrade Group (WeCopyTrade, WeMasterTrade, WeGolden) **05/2025 – Present**

Fintech / prop trading · global markets (MENA, Africa, Asia, LATAM)

- Own and optimise a **$125,000+ monthly ad budget** across Meta and Google for CAC, LTV and ROI; reduced CAC by **~30–40%** while improving lead quality.
- Led the build of the **WMT Marketing Data Platform** (report.wemastertrade.com): hourly ETL from 8+ sources (Meta, Google Ads, GA4, Search Console, HubSpot, X, Yandex, TikTok) into ClickHouse, a Next.js dashboard with **60+ modules** and an MCP connector for AI assistants. Wrote the specs and ~1,100 commits with AI coding agents.
- Cloned the platform for sister brand WeGolden as a scoped build (50+ pages: deposits, funding, lead quality, cohorts, risk alerts).
- Ran an RFM diagnosis on 5,500+ customers: found **48.4%** of customers cooling, email as the strongest retention channel (69.8% repeat revenue) and 21.4% of revenue unattributed; set the win-back, second-order and UTM-audit plan.
- Built CRM and lifecycle email workflows in HubSpot for activation and retention.

Digital Performance Lead (Freelance) · PamperMe Vietnam & Younique Academy **06/2025 – 07/2026**

Baby spa & swim, kids' performing-arts academy · Facebook messaging and lead funnels

- Younique Academy: **ROAS 3.5x** on ads; cost per message cut from 120k to ~50k VND (**–58%**) and held for 7 months; 4,042 messages → 83 students.
- Raised the re-enrolment share of packages from **13.5% to 57.3%** (09/2025 → 01/2026); Lead Ads delivered 44.2% of trial bookings.
- PamperMe: 29,701 messages in 2025; cost per message **–28%** (72k → 52k VND); lead-to-booking conversion **16% → 20%**; revenue +16%.

Digital Lead (Freelance) · FlowsGo **11/2024 – 05/2025**

Travel · family trip-design service (Japan, China, Thailand, Singapore)

- Ran SEA campaigns for hotel deals and flight combos on Meta, Google and content, with a Thailand expansion focus; optimised CPC, CPA and ROI.
- Built the content system for FlowsGo Signature: 6 content pillars, a market role per destination and a daily publishing calendar with owners and approvers for a 3-person team.

Senior Digital Marketing Lead · Phúc Giang PGI (Alpha Works) **03/2024 – 05/2025**

Consumer audio · Shopee, Lazada, TikTok Shop and social commerce

- Planned the AW-RIDE speaker launch: 200M VND digital budget across Facebook, TikTok and YouTube, three tiers of KOC seeding.
- Built the 2025 e-commerce budget model: from an 8B VND revenue target to ROAS 6–10 scenarios and a channel split, with CPAS for marketplaces.
- Freelance: Facebook and Google admissions ads plans for UEL postgraduate and second-degree programmes (2024–2025).

Senior Digital Marketing Specialist (Freelance) · Juno Markets **05/2023 – 05/2024**

Fintech / trading

- Managed multi-channel acquisition for trading audiences; cut advertising costs by up to 50% at the same lead quality, using data analysis and CRM.

Senior Digital Marketing Specialist & Team Lead · Chuk Tea & Coffee **10/2022 – 10/2023**

F&B · Chuk, Bánh Mì Ơi, Chuk Express (franchise)

- Led category and competitor research across 8 chains (Highlands, Phúc Long, Katinat and others) to set content direction.
- Wrote the brief for the hero film "Trọn vị cuộc sống" (1:30 film plus six 15s cut-downs) for Facebook, Instagram and TikTok.
- Ran integrated O2O campaigns that lifted offline orders and sales by **5–10%**.

Ads Performance Specialist · Viral Wave Performance Agency **2021 – 2022**

Performance agency · e-commerce, fashion and retail clients

- Leflair (luxury e-commerce), Google Ads: Search CIR **14.5–24.3%**; blended CIR 28.1% vs a 30.5% target at 98% of the revenue target (11/2021); launched Discovery at 27% CIR vs 39% for Display.
- Pierre Cardin Private Sale (O2O): Facebook CIR **12.89%**, 5,439 leads, reach 4.9M (+82% vs plan); wrote the post-mortem when store revenue missed target.
- Bloomode (fashion): CIR **14.8%** with Click-to-Messenger and CPAS. My Kingdom 10th birthday: 3.58M Facebook reach, 338K YouTube views at 142 VND CPV.
- Wrote digital proposals and media plans for pitches (Farmer's Garden, Lanchy, Snow Brand, AEON Member with Beyond Creative Agency).

Digital Marketing Executive · Thuy Linh Long Co. & IHan Agency **09/2018 – 2020**

- Ran Facebook and Google campaigns, SEO, website management and content for client brands; built a base in media planning and reporting.

SKILLS

Paid media: Meta Ads, Google Ads (Search, PMax, Shopping, YouTube, Discovery), TikTok Ads, X, Yandex, CPAS, Lead Ads, media planning, budget modelling (target → ROAS/CIR → channel split)

Data & automation: ClickHouse, ETL pipelines, Next.js dashboards, GA4, Search Console, HubSpot, UTM and attribution, RFM and cohort analysis, AI coding agents (Claude Code, Codex), MCP

Strategy & team: digital proposals, content pillars and editorial calendars, KOL/KOC plans, competitor research, leading content, video and ads teams

CERTIFICATIONS

- Google Digital Marketing & E-commerce Professional Certificate (7 courses, 2023)
- Marketing Strategy Specialization, Coursera (5 courses, 2023)
- Digital Performance Management, PMAX Academy (2021)
- Content Marketing in the AI Era (2026)
- Google Ads: Measurement, Video, Shopping, Display (2022)
- Google Analytics Certification (2023)
- Performance Marketing: Execution & Analytics, Brand Camp (2022)
- Integrated Digital Marketing, Gmartek (2022)

EDUCATION

Bachelor of Law in Economics · HCMC Open University **2023**