

HÀ LÊ NGỌC MAI

USER ACQUISITION & GROWTH MARKETING | ADS SPECIALIST

+84 913565052 | dauhua94@gmail.com | linkedin.com/in/maiha04 | Ho Chi Minh City

PROFESSIONAL SUMMARY

User acquisition and growth marketing professional across **apps, finance, fintech, and Web3**, with experience in digital advertising, affiliate marketing, and community-led growth. Skilled in audience research, campaign planning and execution, and performance analysis to support user acquisition, engagement, and retention. Combines analytical thinking with cross-functional coordination to translate market insights into targeted growth campaigns.

PROFESSIONAL EXPERIENCE

UA Marketing – MATA Company

2022 – Present

- Led end-to-end delivery of three major projects and multiple meme-token launches, scaling the user base from **0 to 60,000**.
- Developed integrated campaign plans covering objectives, budgets, timelines, and resource allocation; coordinated development, design, and marketing teams through launch.
- Translated audience insights and market trends into acquisition plans, community targeting, and campaign messaging for crypto products.
- Activated agency, KOL, YouTube, and Facebook community partnerships; coordinated creative production, media placements, and event execution.
- Evaluated advertising and brand campaign performance against KPIs, refining campaign plans and channel selection to improve reach and effectiveness.
- Negotiated campaign partnerships and commercial agreements, aligning external partners with project objectives and delivery requirements.

Projects: FootEarn, AETHR, Global Interlink, Predmaster, U2U.

Meme projects: Whiteragon, Giraffe, Toncup, Piton.

User Acquisition & Affiliate Marketing – MEXC

Feb 2025 – Aug 2025

- Generated **US\$50M+ in monthly trading volume** through affiliate-driven client acquisition and retention strategies.
- Acquired and onboarded **30+ new clients per month**, expanding the active user base and trading community.
- Collaborated with internal teams on affiliate campaign design and optimization; delivered market insights to strengthen user engagement and retention.
- Developed trader, investor, and community partnerships to expand acquisition channels and sustain user engagement.

User Growth & Affiliate Partnerships – LBank

- Generated **US\$30M in trading volume** and developed a network of **300+ agents**, expanding the exchange's partner-led acquisition channels.
- Activated partnerships with **top-tier Vietnamese crypto communities** to extend audience reach and attract prospective users.
- Executed user acquisition and trading campaigns to grow transaction volume, increase brand awareness, and expand the exchange's user base.

Marketing Executive – V Digital, HCMC

Oct 2022 – Jul 2023

- Contributed to campaign strategy, localized global brand messaging, and coordinated PR execution for product launches.
- Coordinated press, KOL, and influencer activations; maintained customer data and collaborated with customer service teams on campaign delivery.

Social Media & Content Marketing Specialist

Jun 2022 – Feb 2023

Alanresearch, Web3 Daily, Twitter

- Developed audience-focused blockchain and crypto content across blogs, articles, guides, and social channels; managed editorial calendars and concurrent content projects.
- Achieved **800+ average readers per post**, translating complex financial topics into accessible content that supported audience engagement and brand visibility.

Investment Advisory Specialist – SHS

Jul 2025 – Jan 2026

- Delivered portfolio and trading advisory; guided clients through account activation, funding, and trade execution. Achieved **VND200B in trading volume within one month**.

CORE COMPETENCIES

- **User acquisition & growth:** App acquisition planning, audience research, community-led growth, affiliate marketing, user onboarding, and viral content.
- **Advertising & campaign execution:** Google, Facebook, and display advertising; Admicro, Eclick, Adtima, and Coc Coc campaign execution. Working knowledge of programmatic advertising and Big Data.
- **Lifecycle marketing & organic acquisition:** Email, SMS, CRM, marketing automation, AdSense, and affiliate marketing. Achieved **top 1–10 SEO rankings** for gaming, crypto research, and NFT brands.
- **Campaign operations:** Budget and resource planning, creative production coordination, media and KOL partnerships, stakeholder management, and team training.
- **Analytics & tools:** Campaign performance measurement, market analysis, Excel, Python, Stata, SPSS, and MySQL; foundational web development and smart-contract research.

ADDITIONAL INFORMATION

- **Languages:** English – IELTS 6.0.
- **Certifications:** Google Digital Marketing Fundamentals (2022); Data Analyst – NIC Google (2023); Microsoft Office Specialist: Word and Excel (2022).