



TRUONG THUY LAM ANH

GROWTH & CONTENT MARKETER · EDUCATION · SEO/GEO/AEO · ANALYTICS

Ho Chi Minh City | +84 929 055 338 | lamanhtruong.work@gmail.com

[LinkedIn](#) | [Portfolio: annes.world](https://annes.world)

Growth and content marketer with 2+ years of experience building organic acquisition, product education and international outreach for B2B SaaS and sustainability brands. Combines SEO/GEO/AEO, content, product testing and analytics to turn audience insight into measurable growth.

PROFESSIONAL EXPERIENCE

AQUILA | Marketing & Growth across ReachRobin, Smartly and Aquila | Ho Chi Minh City | 2025 - Present

REACHROBIN | AI-POWERED MULTICHANNEL OUTREACH PRODUCT

- **Generated 963K+ organic video views:** Co-developed 106 short-form videos across four platforms, earning 18.4K+ interactions.
- **Led hands-on outbound growth:** Sent 5,000+ messages and managed prospect research, qualification and follow-up; team-wide quarterly reach grew 3.9x.
- **Built 150+ SEO/GEO/AEO articles:** Covered AI sales, outreach and competitor topics, supported by 179 branded banners.
- **Turned user problems into product input:** Interviewed the BD team and translated workflow pain points into product feedback and website messaging.
- **Tested the complete user journey:** Ran UAT across imports, field mapping, personalization and WhatsApp delivery; reported defects with evidence and priority.
- **Moved the product to market:** Ran three Product Hunt launches, recruited five affiliates in one month and wrote four customer case studies.

SMARTLY | ISO 27001 COMPLIANCE AUTOMATION

- **Connected search content to revenue:** Created 105+ articles with the team; competitor comparisons contributed an estimated S\$40K+ in attributed revenue.
- **Built an organic acquisition engine:** Helped reach 29.5K site views and 16.3K active users; created four gated resources, including the #2 landing page.
- **Explained a technical product clearly:** Helped build the website and produced onboarding, help-center and product videos.

AQUILA & CLIMATE HERO CLUB | SUSTAINABLE FINANCE AND COMMUNITY

- **Reached 1.1M+ Google impressions:** Also supported 105K+ LinkedIn impressions and grew Aquila's page from zero to 2,186 engaged followers.
- **Produced learning-led community content:** Promoted a three-part expert webinar series and supported eight podcast episodes across social channels.

ADDITIONAL MARKETING & EDUCATION EXPERIENCE

ARCHES GLOBAL | Marketing Specialist Intern | Ho Chi Minh City | Jun 2024 - Oct 2024

- **Built executive visibility:** Produced English content generating 192,965 impressions and 1,600+ new connections in four months.
- **Used response data to refine content:** Built a carousel series reaching 92,500 impressions and refined topics from audience response.

ECO VIETNAM | Marketing Assistant | Ho Chi Minh City | Jan 2024 - May 2024

- **Accelerated organic community growth:** Grew per-post views from 500 to 10,000 and added 500+ LinkedIn followers in three months.
- **Delivered education-led campaigns:** Co-hosted a children's workshop and supported Upcycle Store and Earth Hour campaigns.

FULBRIGHT UNIVERSITY VIETNAM | Teaching Assistant | During B.A.

- **Made complex material approachable:** Co-created reading guides, held office hours and helped students navigate academic concepts.

SELECTED PROJECT & OPERATING EXPERIENCE

- **Built from positioning to delivery:** Turned ReachRobin's pain points and positioning into Figma components and AI-assisted React/HTML, shipped through GitHub.
- **Created reusable AI workflows:** Built systems for research, lead qualification, outreach, content adaptation and spreadsheet classification.
- **Developed market-intelligence automation:** Built a Python and Google Sheets pipeline that turns daily Product Hunt launches into a clean research feed.
- **Combined online and offline activation:** Designed a bilingual campaign across six locations, reaching 2,500 employees with 3,000+ fortune cookies.

CORE SKILLS

Growth & analytics: Acquisition funnels, audience segmentation, experiment design, GA4, Google Search Console, social analytics, Excel and Google Sheets

SEO/GEO/AEO: Search intent, keyword and competitor research, comparison content, content architecture, on-page optimization and performance reporting

Content & community: Editorial planning, articles, short-form video, scripts, webinars, podcasts, social posts, lead magnets, case studies and customer education

Product & operations: User interviews, requirements support, UAT, product QA, bug reporting, workflow mapping, cross-functional delivery and funnel analysis

Tools: ChatGPT, Claude, Figma, Canva, CapCut, GA4, Search Console, basic React/HTML, GitHub, Python and R

Languages: Vietnamese (native), English (full professional, IELTS 7.5), Mandarin (limited working)

EDUCATION

FULBRIGHT UNIVERSITY VIETNAM | B.A., Economics and Social Studies | Graduated 2025

GPA: 3.56/4.00 | **Relevant coursework:** Data Analysis, Econometrics, Digital Marketing