

Tran Manh Cuong (Pablo Tran)

📍 Vietnam | Remote ☎ (+84) 375 791 709 📩 chantran977@gmail.com 📈 Multimedia Designer & Digital Marketer

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SUMMARY

Results-driven Multimedia Designer & Digital Marketer with 6+ years of experience delivering high-impact content strategies, digital campaigns, and digital marketing solutions across insurance, real estate, E-commerce, and education sectors in Singapore, Dubai, Australia, and Asia Pacific. Proven expertise in growing digital channels, having produced and managed 1,000+ videos on YouTube and social media platforms, and driving audience engagement and conversion through compelling visual storytelling, targeted paid media, and innovative content.

EXPERIENCE

Multimedia Designer & Digital Marketer | Goodwill Advisory Services Pte Ltd, Singapore

06/2019 to 07/2025

- Spearheaded the digital growth & content production of Dr. Sanjay Tolani's personal brand, reaching over 1 million followers across major platforms: YouTube: 2K → 129K subscribers; Mailing List +103K contacts; Facebook Page: 5K → 191K followers; Facebook Group: Built and managed a community of 60.9K+ financial advisors; Instagram: 3K → 88.9K followers; LinkedIn: 500 → 25.5K followers; TikTok: Launched and scaled to 8.7K followers with 4M+ views
- Produced over 1,000 branded videos and 3,000+ graphics optimized for performance marketing and educational funnels.
- Developed audience-first content strategies using behavioral and engagement data, maximizing visibility and conversion across platforms
- Led end-to-end development of 50+ full-funnel digital campaigns, generating 3,000–10,000 qualified leads per campaign at an average CPL under \$1.00
- Designed and automated 10+ evergreen webinars and email sequences, contributing to \$1.2M+ in total course and product revenue
- Managed and optimized \$250K+ in ad spend, using data-driven resource allocation to improve ROAS to 4.2x. Reduced underperforming spend by 30% through continuous A/B testing and dynamic budget reallocation across Meta and Google Ads

Project Manager | PowerPlus Education & Partner Brands, Vietnam

03/2023 to 12/2024

- Directed integrated marketing campaigns for 5 brands across Vietnam, Taiwan & Germany.
- Prepare & Launched 12+ product launching campaigns (CTR 7.8%, CPA reduced by 40%).
- Built & trained 6-person marketing team; implemented agile workflows, accelerating delivery by 300%.

Founder & Creative Lead | Digital MCT Agency, Vietnam

11/2021 to 02/2023

Developed digital launch strategies & content production for clients including Nestgo, Aniday, Estée Lauder Vietnam, Midea, Hoang Minh Land, Tomaru Cafe,... Managed end-to-end post-production, paid media & lead-gen campaigns.

EDUCATION

Spanish Language & Literature | University of Social Sciences and Humanities (HCMUSSH)

2015 to 2019

SKILLS

Video-based Engagement Strategy for YouTube & Social Media

Community Growth & Performance
Marketing Creative Optimization

Multimedia Designs & Storytelling,
Make boring stuffs Interesting