

Do Manh Tuan

Growth marketing & martech

Vietnam hello@tuando.work tuando.work linkedin.com/in/dmt1810

Marketing professional with 10+ years in performance marketing, growth, CRM and data analytics across Southeast Asia. Delivered 150% YoY growth at Igloo Insurtech while onboarding 10,000+ agents across markets. Managed \$50K+/month paid budgets and cut CPA by 22% at Metrixa. Combines paid media, CRM automation and analytics to build compounding growth systems.

Experience

Tastech PTE. Ltd (FindTourGo)

Marketing Manager

2025-02 → Present

Leading marketing strategy for customized travel technology products including the FindTourGo platform, driving B2B and B2C growth across global markets with a focus on Southeast Asia.

- Secured 500+ travel agents globally with a focus on Southeast Asian markets
- Grew the platform to 5,000+ monthly visitors from a pre-launch baseline through targeted digital campaigns
- Expanded tour operator partnerships through B2B relationship development

Igloo Insurtech

Growth and Brand Marketing Manager

2021-09 → 2024-12

Led marketing for a leading Southeast Asian full-stack insurtech operating across multiple markets.

- Delivered 150% YoY growth
- Launched the insurance agent platform in 4 SEA markets and reached 10,000+ agent signups in the first year, with 2x industry-standard retention
- Secured 5+ strategic partnerships with e-commerce and fintech platforms, expanding reach to 500,000+ users
- Increased B2C brand awareness in Indonesia by 40% through integrated online and offline campaigns

OneMount (VinID Ltd)

CRM Specialist

2019-09 → 2021-08

OneMount Group is Vietnam's largest technology ecosystem across financial services, distribution, real estate and retail.

- Raised email open rates by 20% and conversions by 15% through A/B testing and segmentation
- Implemented an integrated CRM solution with personalized communication workflows
- Built marketing dashboards to monitor and optimize campaign performance

Metrixa Pty Ltd

Senior Performance Marketing Specialist

2018-07 → 2019-08

Australian marketing agency focused on performance-driven strategies for various industries.

- Grew ROI by 30% quarterly while managing \$50,000+ monthly Google Ads budgets
- Reduced CPA by 22% through automated bidding strategies and systematic A/B testing

Mytour Vietnam

Digital Marketing Executive

2015-05 → 2018-07

Online travel agency.

- Reduced CPA by 18% through SEM optimization across Google Ads and Trivago
- Designed lifecycle campaigns (onboarding, retention, win-back) in Insider with CRM-driven triggers
- Improved acquisition through Trivago and Criteo retargeting

Selected consulting

Dichung.vn

Performance Marketing Consultant

Logistics and tech

Paid acquisition campaigns

Funnel efficiency optimization

Data-backed scaling recommendations

CATSA

Digital Marketing Consultant

Retail and fashion

Paid media campaigns

ROAS optimization

Customer acquisition tracking

Cenhomes.vn

Performance Marketing Consultant

Real estate and proptech

Lead generation funnels

Analytics tracking

Campaign targeting

Hanoi Community College

Digital Marketing Consultant

Education

Enrollment campaigns

CRM workflows

Paid search optimization

Skills

Advertising: Google Ads · Facebook Ads · TikTok Ads · Trivago · Criteo

CRM and automation: HubSpot · Insider · Salesforce · Braze · Mailchimp

Analytics and data: Google Analytics · BigQuery · Mixpanel · Looker Studio

Channels: SEM/PPC · Email · Content · Social · Affiliate

Automation: n8n

Education

Bachelor of Arts · English and Business Administration

University of Languages and International Studies, VNU

Certifications

Google Analytics Certification · Google

Google Ads Search Certification · Google

AI-Powered Performance Ads Certification · Google

Insights from Data with BigQuery · Google

Exploring and Preparing your Data with BigQuery · Coursera