



Ho Chi Minh City, Vietnam
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Huy (Harold) Hoang, Marketing Manager, Demand Gen

Dynamic marketing professional with over 10 years of experience driving impactful demand generation initiatives and integrated marketing strategies. Expertise in crafting data-driven campaigns that enhance engagement, optimize lead generation, and improve marketing efficiency. Skilled in cross-functional collaboration and project management, successfully aligning teams to achieve business objectives and boost revenue growth. A proven track record in leveraging advanced marketing tools to deliver measurable results within fast-paced environments. Passionate about creating compelling content that resonates with target audiences and unlocks new opportunities for business development.

Employment History

Katalon, Inc., Ho Chi Minh City, Vietnam

August 2021 — January 2025

Manager, Integrated Marketing

Jun 2023 – Jan 2025

- Led integrated marketing campaigns driving global demand generation and awareness, aligning with company goals.
- Spearheaded initiatives that reduced sales velocity by 28% for net new ENT Lead-to-Close Wons and increased MQL efficiency, accelerating 58% of new logo ARR closed-won via marketing source, optimizing cost per lead.
- Partnered with global teams to implement scalable processes, achieving a 12% improvement in marketing-to-sales alignment YoY.
- Delivered insights from advanced tools like PathFactory and Salesforce, leading to a 200% boost in campaign engagement metrics.

Marketing Program Manager

Aug 2022 – May 2023

- Designed and executed account-based marketing (ABM) programs, increasing high-quality sales opportunities by 18%.
- Collaborated with cross-functional teams to launch PQL frameworks, resulting in a 10% growth in user-to-sales engagement.
- Launched StudioAssist (AI assistance for Katalon Studio), enhancing user adoption by 3% through tailored marketing strategies.

Senior Digital Marketing Specialist

Aug 2021– Jul 2022

- Managed digital campaigns across multiple channels, achieving 30% YoY growth in content engagement and lead generation.
- Conducted competitive analyses to refine market positioning, driving significant growth of 20% YoY for Katalon Recorder (Katalon's free web-extension) user growth.

Senior Marketing Specialist at The Vietnam Group, Ho Chi Minh City, Vietnam

December 2019 — August 2021

- Optimized paid marketing strategies for US SMB clients, resulting in 150% site traffic growth and improved ROI by 30%.
- Designed sales funnels, increasing conversion rates by 1.5X.
- Developed automated email workflows resulting in a 200% increase in lead engagement for all clients.
- Enhanced brand recognition and seasonal campaign performance for SaaS and eCommerce clients.

Head of Marketing at DCT Solutions, Ho Chi Minh City, Vietnam

May 2018 — October 2019

- Developed and executed full-suite marketing strategies, increasing lead volume by 30% and achieving 27% MQL to CWs via multiple activities including online lead generation, in-person events, and seminars.
- Led cross-functional efforts to boost brand awareness for DCT as one of the top 5 Odoo ERP implementors for SMBs and Mid-markets in Ho Chi Minh City.

Paktor, pte.

November 2015 — March 2018

VP of Regional Customer Service

Oct 2016 – Mar 2018 | Singapore

- Managed customer service teams across eight regional markets, improving satisfaction scores by 88% for two consecutive years (2016 and 2017).
- Coordinated cross-departmental initiatives to enhance CRM capabilities.
- Led and implemented automated workflows to distribute support tickets across operated countries, maintaining a 36-hour SLA from 2016 to 2018.

Marketing Manager

Nov 2015 – Sep 2016 | Ho Chi Minh City, Vietnam

- Designed and executed branding strategies, leading to 150% growth in user acquisition for the Paktor dating app in Vietnam in 2016.
- Integrated CRM tools, improving lead nurturing efficiency by 40%.

Account Executive at Chuo Senko VN, Ho Chi Minh City

July 2012 — December 2013

Account Executive

Jul 2012 – Dec 2013

- Managed accounts for key clients like Honda, Unicharm, GATSBY, and Fujifilm.
- Delivered innovative campaigns that enhanced brand identity and consumer loyalty.
- Negotiated with clients, resolving issues and ensuring deadlines were met.

Education

B.S. in Commerce (Concentration in Marketing), RMIT International University Vietnam, Ho Chi Minh City, Vietnam

September 2008 — November 2011

M.A. in DIGITAL MEDIA STUDIES, University of Sussex, Brighton, East Sussex, UK

September 2014 — October 2015

Skills

- Marketing Strategy & Leadership
- Demand Generation & Account-Based Marketing (ABM)
- Sales Enablement
- Database Marketing
- Project Management
- Cross-Functional Collaboration
- SEO/SEM & Content Strategy
- Marketing Automation (HubSpot)
- Stakeholder Engagement & Relationship Building
- Integrated Marketing Campaigns
- Content Creation
- B2B Saas Sales Processes
- Analytical Mindset
- Team Leadership & Talent Development
- Multi-Channel Marketing (Social, Digital, Paid Ads)
- Brand Positioning & Messaging
- Market Research & Competitive Analysis

Links

[LinkedIn](#)

[Github](#)

Courses

Inbound Marketing Certificate at HubSpot Academy

2018 — 2018

Fundamental Programming at CodeCademy

2018 — 2018

Social Marketing Management at Hootsuite Academy

2019 — 2019

Languages

- English

Highly proficient
- Vietnamese

Native speaker

Hobbies

- Scanning Reddit, Medium
- Playing the guitar
- Monitoring Global/Domestic Financial movement
- Tennis / Pickleball
- Video Games

References

Florence Le - Snr. Director of Demand Generation from Katalon Inc.,

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Shn Juay - ex. CEO at Paktor from Coffee Meets Bagel

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