

HO MINH NHAT DUY

APPLIED AI WORKFLOW DESIGNER | QUALITY ASSURANCE | MARKETING OPERATIONS

HO CHI MINH CITY, VIETNAM • +84 983 616 562 • hduy60197@gmail.com • hominhnhatduy.com



01 / PROFESSIONAL PROFILE

Industrial Systems Engineering graduate with experience in quality assurance, digital marketing operations, lead generation, data management, and process improvement. Skilled in translating complex requirements into structured workflows, quality-control procedures, and practical operational solutions. Since 2024, focused on applied AI research, AI-assisted workflow design, functional testing, UAT, and output quality evaluation.

LANGUAGE → SYSTEMS → QUALITY → BUSINESS → AI

02 / CORE COMPETENCIES

AI & WORKFLOW

Applied AI workflow design and evaluation
Requirements analysis and acceptance criteria
Functional testing and user acceptance testing
Chatbot instruction and knowledge organization
AI output consistency and edge-case analysis

QUALITY & OPERATIONS

QA/QC, data validation, and error handling
Process analysis and continuous improvement
Marketing operations and lead generation
Research, documentation, and SOP maintenance
Cross-functional and vendor coordination

03 / PROFESSIONAL EXPERIENCE

Independent Applied AI & Workflow QA Specialist | Self-employed

SEP 2024 - PRESENT

Applied AI research, requirements, functional testing, and AI-assisted prototyping

- Conduct independent research and practical evaluations of generative AI platforms, cloud and local models, and AI-assisted productivity workflows.
- Define requirements, workflow logic, expected behavior, and acceptance criteria for AI-assisted prototypes and operational tools.
- Conduct functional testing and UAT, identify defects and usability issues, and provide structured feedback through iterative revision cycles.
- Design modular chatbot frameworks covering instruction architecture, knowledge-file organization, update handling, behavioral rules, and maintenance.
- Evaluate outputs for instruction-following, consistency, edge cases, Vietnamese-language performance, privacy, resource needs, and practical suitability.
- Document requirements, test cases, evaluation findings, workflow specifications, and maintenance procedures.

Professional Marketing Executive | DIMC Ltd.

JUN 2022 - AUG 2024

Marketing Operations & Lead Generation

- Planned, launched, and monitored lead-generation campaigns across Meta, Google, Zalo, websites, and third-party data partners for Shinhan Life Insurance.
- Defined automated data flows from raw lead sources into shared data sheets and filtering systems; designed quality checks for fake names, missing fields, and incorrect entries.
- Built and maintained an intermediate lead-management workflow supporting data handoff to three client call centers, then used monthly quality feedback to refine sources, filters, and procedures.
- Coordinated electronic voucher fulfillment with GotIt, UrBox, and aQUA, including partner onboarding, voucher inventory, delivery status, and operational control.
- Managed the company website, landing pages, hosting providers, outsourced designers, technical updates, and other digital assets.
- Researched Decree 13/2023/ND-CP on personal data protection and implemented consent forms and data-collection procedures with internal teams and partners.

60K+

LEAD RECORDS / MONTH

03

CLIENT CALL CENTERS

~50

STAFF RECRUITED

03 / PROFESSIONAL EXPERIENCE - CONTINUED

Marketing Executive / Part-Time Marketing Executive | Promati Vietnam Ltd. AUG 2019 - MAY 2022

Full-time: Jan 2021 - May 2022 | Part-time: Aug 2019 - Jun 2020

- Managed digital advertising campaigns and budgets across Meta, Google Search, Google Display Network, YouTube, Lazada, and Shopee.
- Collected campaign data, prepared performance reports, monitored platform-policy changes, and recommended optimizations based on results.
- Researched competitors, clients, market conditions, industry reports, and social trends affecting campaign performance.
- Coordinated KOL sourcing, contracts, briefs, payments, and performance review; created scripts and creative briefs and reviewed product-placement and TVC materials.
- Worked primarily with Korean clients across automotive products, food and beverage, household appliances, childcare products, and consumer goods.
- Selected results: Kixx Facebook reach +45.75%, engagement +89.33%, page likes +10.52%, and customer messages +26.92%; YouTube subscribers +120.82% and views +60.22%; Google Search impressions +41.84% and clicks +49.21%; Lazada orders from sponsored keywords +18.97%.

Freelance Digital Marketing Specialist | Independent JUN 2020 - NOV 2020

- Developed short-term digital advertising plans and researched platform changes across Meta, Google, and YouTube.
- Set up and optimized client stores on Shopee, Lazada, and Sendo, including product listings, sponsored keywords, and promotional operations.
- Supported SEO and digital operations for clients in essential oils, wedding-card printing, and traditional medicine.
- Helped TILA achieve approximately 2x overall growth, with order volume reaching more than 150% of previous-month levels.

ADDITIONAL EXPERIENCE

Freelance Japanese Tutor | Nov 2017 - Feb 2018 Ideas Creator, ketavn | Nov 2016 - Jan 2017

04 / SELECTED PROJECTS

LEAD OPERATIONS & DATA QUALITY

Requirements + QA | 3 call centers

Structured lead intake, validation rules, quality feedback loops, and scalable handoff for high-volume operations.

WEBSITE & VOUCHER WORKFLOW

Workflow design | Partner coordination

Connected website, registration, consent, voucher inventory, delivery status, and operational follow-up into one maintainable flow.

APPLIED AI WORKFLOW & QA

Independent projects | 2024-present

Modular chatbot frameworks, AI-assisted dashboard prototypes, model evaluation, local deployment research, and iterative acceptance testing.

05 / EDUCATION, CREDENTIALS & TOOLS

EDUCATION

Ho Chi Minh University of Technology

Industrial Systems Engineering | 2015 - 2020 | GPA 8.02/10

Le Hong Phong High School for the Gifted

Literature Major | 2012 - 2015 | GPA 8.30/10

LANGUAGES & CERTIFICATIONS

Vietnamese

Native

English

Professional working proficiency | TOEIC 860

Japanese

JLPT N3 certified

TOOLS & PLATFORMS

AI & Productivity

Generative AI platforms, Google Workspace, Google Sheets, Microsoft Office

Marketing

Meta Ads, Google Ads, YouTube, Zalo, Shopee, Lazada

Creative

Adobe Photoshop, Sony Vegas, ProShow

06 / HONORS & INTERESTS

Second Prize - Ho Chi Minh City Literature Contest for High School Students, 2014-2015

Selected participant - Academic honor program sponsored by HTV2, 2014

Applied AI • Technology Research
Workflow Design • E-commerce
Cats • Strategy Games