



HELLIE NGUYEN

Nguyễn Đan Dương · 1990

About Me

- Lived, studied, & worked in Melbourne, Australia by myself for 7 years.
- Graduated and collected many valuable life and work experiences.
- Ventured in various industries\fields and tested myself in different positions and working environments.

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📍 Sky Garden 3, District 7, HCMC, VN

Education

Bachelor of Business Administration

2010 - 2013

Kaplan Business School · Australia

Diploma of Events

2009 - 2010

Carrick Institute of Education · Australia

Foundation of Design

2008 - 2009

RMIT · Australia

Skills

- Management Skills ★★★★★
- Strategic Planning ★★★★★
- Digital Marketing ★★★★★
- Communication Skills ★★★★★
- Critical Thinking ★★★★★
- Problem Solving ★★★★★
- Vibe Coding ★★★★★

Experience

Operations & Growth Director 2023 - Present

Netlink Corporation

- Key contact point for the Google GCPP (Google Certified Publishing Partner) partnership, representing Netlink in all strategic and operational dealings with Google
- Invited speaker at Google-hosted industry events in 2025, representing Netlink on digital publishing and performance advertising
- Built and operate the Performance Marketing business line from the ground up
- Developed and launched external commercial websites and an internal BI system for business intelligence and reporting
- Product Owner for the company's mobile apps on Apple App Store and Google Play Store · from creation through ongoing management
- Led the full rebranding of Netlink · visual identity, messaging, and market positioning

Strategic Business Development Director 2021 - 2023

YeaH1 Group

- Key contact point for Meta (Facebook) Partnership across all business lines
- Researched and proposed strategic direction for new global business lines, including the IGN SEA partnership proposal
- TikTok's project management, coordinating TikTok team and internal teams, including 24H Livestream and 15H Livestream projects
- Prepared and distributed Facebook AdBreaks monetization guidelines to the company's full content partner network
- Incubated and launched new revenue streams across international markets

International Relations Senior Specialist 2018 - 2021

Hochiminh Stock Exchange (HOSE)

- Representing HOSE for all international relations matters
- Coordinating partnerships with international exchanges
- Coordinating KRX exchange system project

Legal Consultant - Foreign Clients 2016 - 2018

SLF Law Firm

- Digital marketing activities: content creation & paid advertising
- Foreign clients' account
- Building project management system

Yeah1TV Channel Manager 2013 - 2016

YeaH1TV

- Operating and managing broadcast planning & schedule with VTVCab
- Sponsorship and advertisement slots management
- Analysing channel report and proposing content purchasing direction