KHOA VO MINH NGUYEN

MARKETING, GROWTH & COMMERCIAL LEADER

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Open to growth, marketing and commercial leadership roles where AI drives results

Location: Vietnam · Germany · International

Dear Hiring Manager,

Most growth problems I have solved were not traffic problems. They were trust and friction problems hidden somewhere between the first ad and the signed contract. I help businesses understand why customers hesitate, improve conversion, and turn marketing into sales, increasingly with AI and automation built into how the work gets done.

Three things I have done in practice, and would bring to your team:

Growth and conversion at scale	At audibene's Berlin HQ I drove 200+ behavioral-science-led A/B tests across 11 international markets and delivered 20%+ cumulative conversion uplift in every market I worked on.
Commercial leadership, marketing to sales	As commercial lead of Clevermann I built a 20+ person marketing, sales and partnership team, roughly doubled monthly signed contract value and cut cost of sale from ~30% to below 10% of revenue.
AI that changes results, not slides	I designed an AI lead scoring and distribution system that brings 10+ prospects to a sales gallery every week, and I run my own multi-model AI team for about USD 85 a month.

I am open to growth, CRO, marketing and commercial leadership roles, and to strategic partnership or Vietnam go-to-market roles with international companies, where I can connect what headquarters expects with what execution takes in Vietnam. Germany and Vietnam suit my background best, and I am open to opportunities anywhere. Full-time, fixed-term or project-based: what matters to me is ownership, a real business challenge and measurable outcomes.

I would welcome a conversation about where your business is getting stuck and how I could help.

Kind regards,

Khoa Vo Minh Nguyen

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EXECUTIVE SUMMARY

Marketing, growth and commercial leader with 10+ years across Vietnam and Germany, combining corporate CRO, behavioral economics and hands-on commercial leadership. Known for finding exactly where customers drop out, from ad to signed contract, and fixing it. Built a 20+ person marketing and sales organization, ran CRO for audibene's Asian markets, and now designs AI systems that cut unnecessary costs and turn leads into sales meetings.

KEY ACHIEVEMENTS

- **Doubled monthly signed contract value** at Clevermann while cutting cost of sale from ~30% to below 10% of revenue.
- **200+ A/B tests across 11 markets at audibene,** with 20%+ cumulative conversion uplift in every market worked on.
- **Tripled leads while lowering cost per lead by ~75%** for a luxury real-estate developer, through psychology-based lead forms.
- **Built and led a 20+ person marketing and sales organization** (~40 with freelancers) from a team of ~3.

CORE COMPETENCIES

Growth & Commercial Strategy · Conversion Rate Optimization · Experimentation · Behavioral Economics · Performance Marketing · Lead Generation & Nurturing · CRM & Sales Enablement · B2B Partnerships · Team Leadership · AI Automation

AI-POWERED GROWTH

Designs, builds and runs AI systems in daily business operations.

- **AI lead scoring and distribution** (data processing, scoring, API integrations): 10+ in-person site visits a week from outbound leads; contact rate up 3x.
- **Multi-agent AI team** (Claude, GPT, Gemini, open-source models) with an orchestrator and shared knowledge base, for ~USD 85/month.
- **One-click content pipeline** (research, multi-model scripting, AI voice, video): cost per explainer video from ~VND 650k to a few thousand dong.
- **Applied AI training** for in-house teams, university students and professionals.

PROFESSIONAL EXPERIENCE

Independent Marketing & Growth Advisor

Self-employed

05/2026 – Present
Ho Chi Minh City, Vietnam

Contract advisory in growth, performance marketing and sales conversion. Largest engagement: a luxury real-estate developer in HCMC, leading marketing as contract Marketing Director with a ~10-person sales team.

- **Tripled monthly leads (~100 to 300+) and cut cost per lead by ~75%** while reducing ad spend by ~30%, by moving Meta campaigns to redesigned, psychology-based lead forms and many small tests.
- **Designed and built an AI-powered lead-distribution system** (data processing, lead scoring, API integrations) that delivers 10+ in-person sales-gallery visits every week from outbound leads, a first for the company.
- **Raised the lead contact rate to 60%+, roughly 3x the previous level,** by replacing manual, sequential hand-offs with automated routing and alerts.

Chief Executive Officer (Commercial Lead: Marketing & Sales)

02/2023 – 04/2026

Clevermann International

Ho Chi Minh City, Vietnam

Vietnam–Germany education and career programs. Led marketing, B2C sales and B2B partnerships; grew the team from ~3 to 20+ employees (~40 with freelancers) across two offices; managed VND 200M+ in monthly ad spend.

- **Roughly doubled monthly signed contract value,** from ~VND 2B during the 2023–2024 build-up to a ~VND 4B average in 2025 (peak ~VND 6B).
- **Reduced cost of sale from ~30% to below 10% of revenue** by measuring and fixing drop-off at every step from ad to signed contract, across 85+ marketing and sales experiments.
- **Increased signed contracts from ~10 to 20+ per month (peak ~40)** by fixing late-funnel trust: partnership content, community-based nurturing, customer-story video and time-bound offers.
- **Negotiated the German-Malaysian Institute's first partnership with a private company in Vietnam,** securing priority telc exam scheduling when local exam slots had become a business bottleneck.

CRO Manager

04/2019 – 05/2022

audibene

Berlin, Germany

Central CRO team at HQ; CRO owner for the Asian markets (India, South Korea, Malaysia). Joined as CRO intern, full-time from 10/2019.

- **Drove 200+ behavioral-science-led A/B tests** across ad and landing-page journeys in 11 international markets.
- **Delivered 20%+ cumulative conversion uplift in every market worked on,** including the largest (Germany, South Korea, India), in markets with multi-million-euro monthly revenue.
- **Represented the HQ CRO team at the biannual Asia Summits** alongside the Managing Director and country heads, and trained local teams on-site, including a two-week assignment in India.

Global Marketing & Sales: Intern (6 months), then Sponsored Master's Thesis

01/2018 – 02/2019

B. Braun

Melsungen, Germany

- **Helped product managers develop a pitching app for value-based selling (Insight4Value project)** used with large enterprise and government-level customers.
- **Thesis research with 5 senior sales leaders** across 6 markets on 4 continents.

EARLIER EXPERIENCE

Business Development Specialist, VnExpress — 11/2014 – 08/2015

Sales Manager, Cocbook JSC — 06/2012 – 08/2013

EDUCATION

M.Sc. Economic Behavior & Governance (Behavioral Economics) — 2015 – 2019

University of Kassel, Germany

BBA Marketing & Finance — 2010 – 2014

FPT University, Vietnam

ADDITIONAL

Teaching: Lecturer in Online Marketing (freelance), DCI Digital Career Institute, Berlin, since 2024; also lectured at UEF, Ho Chi Minh City.

Languages: Vietnamese (native) · English (full professional) · German (A2, learning B1)

MEDIA FEATURES

VnExpress · HTV9 · Người Lao Động · Thanh Niên · SCTV · Giáo dục & Thời đại

Interviewed as an expert on Vietnam–Germany careers and education.

KHOA VO MINH NGUYEN

AI IN PRACTICE · WORK SAMPLES

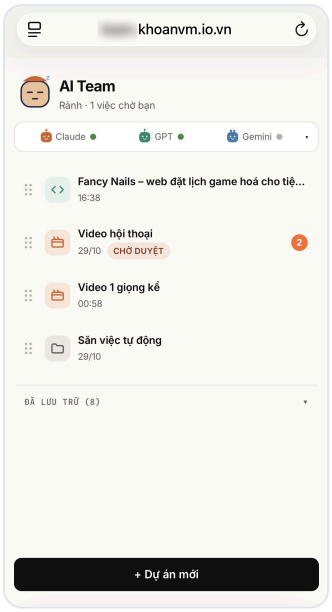
AI systems I design, build and run myself

Real screens from my own phone. No coding team: I set the workflow and quality bar, AI does the execution.

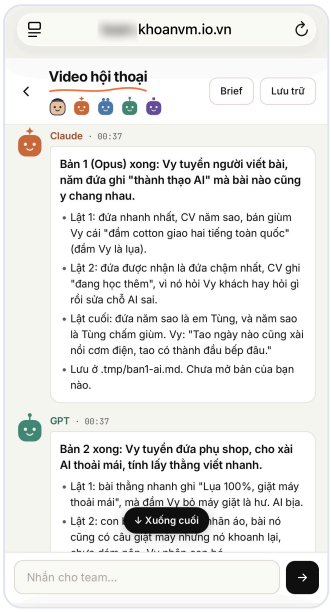
~USD 85 / month
runs my whole multi-model AI team

10+ visits / week
to a sales gallery from my AI lead system

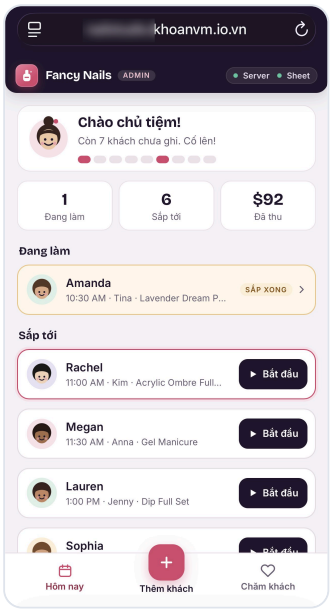
~99% lower
video cost: ~VND 650k → a few thousand



AI team on my phone
Claude, GPT and Gemini with set roles; I follow and approve from Telegram.



Parallel drafts
Several models write the same script independently; I pick one.



Booking app + owner tool
Gamified salon booking, synced to Google Sheets (prototype).

AI-produced video
Script, voice and animation made end to end by the team.

CASE STUDY

AI lead distribution for a luxury real-estate developer

- **Problem:** leads waited up to ~1 hour in manual hand-offs between sales teams and went cold.
- **What I built:** an AI system for data processing, lead scoring and direct API integrations. Three daily "lead games", 20 leads per salesperson; call outcomes push strong leads up and weak ones down.
- **Result:** contact rate 60%+, about 3x before, and 10+ in-person sales-gallery visits every week from outbound leads, a first for the company, in a high-interest-rate market.

HOW I WORK WITH AI

- Use AI where it moves results, not for show.
- Cut costs that do not need to exist: agencies, manual hand-offs, repeated production work.
- Build and run the automation myself, then hand teams tools they actually use.

More at khoanvm.io.vn