

Hi, I'm

Amy Duong

Senior Performance Marketing Manager

Growth Marketing · User Acquisition · Full-funnel Growth

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About me

I'm a hands-on performance marketer who plans, launches and optimises paid campaigns across Google, Meta, TikTok, Apple Search Ads and LinkedIn. I've managed monthly budgets of six to seven figures for mobility, app, B2B tech and e-commerce brands across Europe and the US. I work closely with data, from tracking set-up to weekly performance reviews, and I use structured testing to lower acquisition costs and improve conversion and ROAS.

Key results

+45%
Growth in users and first rides within two months
Green SM

+25%
Revenue growth from a full-funnel paid media set-up
Velio Mobility

-12%
Lower customer churn through a targeted retention programme
Otis AI

Experience

Jan 2026 – Present
Copenhagen, Denmark

Head of Growth
Green SM

- Plan, launch and optimise paid acquisition campaigns across European markets, managing weekly budget pacing by channel and market.
- Monitor CAC, conversion rate, retention and ROAS, and produce weekly performance reports with week-on-week analysis and recommended actions.
- Run continuous tests on creatives, audiences, bidding and funnel steps, scaling the best performers and pausing the rest.
- Prepare the monthly demand plan and spend forecast with the Marketing, Sales and Commercial teams.

Jan 2025 – Jan 2026
Amsterdam, Netherlands

Performance Marketing Lead
Webbers Agency

- Built, launched and optimised paid campaigns for client accounts, managing six-figure monthly budgets.
- Delivered SEA and SEO across several European markets, covering keyword research, account structure, bidding, ad copy and landing pages.
- Worked with content, design, product and analytics teams on creative briefs, tracking and reporting.

May 2024 – Nov 2024
Hanoi, Vietnam

Head of Growth
Green SM

- Led full-funnel growth across paid acquisition, lifecycle marketing and product experiments.
- Managed seven-figure monthly budgets, reallocating spend weekly towards the best-performing channels.
- Built dashboards, KPI trackers and forecasting models to speed up reporting and decision-making.

Dec 2023 – Jan 2025
Amsterdam, Netherlands

Founding Growth Marketer
Growbutter

- Launched and managed campaigns across Meta, Google, TikTok, email, push notifications, SEO and ASO.
- Set up the tracking, data workflows and tools needed to run day-to-day growth operations.
- Balanced short-term performance testing with groundwork for expansion into new markets.

Nov 2020 – Dec 2023
Paris, France

Head of Marketing
Otis AI

- Managed acquisition across Google Ads, Meta, LinkedIn, programmatic and SEO.
- Introduced structured testing on landing pages, lifecycle flows and creatives to improve conversion.
- Built a retention programme for at-risk users, using targeted emails and personalised content, which reduced churn by 12%.
- Coached a team of eight growth marketers through weekly one-to-ones and sprint planning, while remaining hands-on in campaign builds.

Aug 2019 – Nov 2020
Paris, France

Growth Marketing Manager
Velio Mobility

- Managed six-figure monthly spend across Meta, Google, TikTok and affiliate networks, exceeding ROAS targets through bidding strategy and creative testing.
- Restructured paid media into a full-funnel prospecting and retargeting set-up, increasing revenue by 25%.
- Built automated, segmented email, SMS and push flows in Klaviyo to increase repeat purchases, AOV and customer lifetime value.

Nov 2015 – Nov 2017
Singapore

Account Strategist
Google

- Advised a portfolio of SMB advertisers on Google Ads, aligning campaign recommendations with their business goals and KPIs.
- Supported customer success and revenue growth across the portfolio.

Skills & tools

Paid media

Google Ads · Meta Ads · TikTok Ads · Apple Search Ads · LinkedIn Ads · Microsoft Ads · Pinterest · X · Programmatic · Affiliates

Tracking & data

GA4 · Google Tag Manager · AppsFlyer · Looker Studio · SQL (basic)

CRO & lifecycle

A/B testing · Unbounce · Optimizely · Klaviyo · HubSpot · Salesforce

SEO & web

Ahrefs · SEMrush · WordPress · Shopify · HTML

Education

Master's in Digital Marketing & Data Analytics
INSEEC, Paris · 2018 - 2019

Bachelor of Business Administration
Open University Malaysia, Kuala Lumpur · 2011 - 2015

Certifications

Google Ads Certification · Google

Google Analytics Individual Qualification · Google

Google Tag Manager Fundamentals · Google

Bing Ads Accredited Professional · Microsoft

Languages

English · Native

French · Advanced