

Hania Le Thi

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WORK EXPERIENCE

Atolls

Marketing Coordinator

Nov. 2022 – Present

London, UK

- Drive growth across **UK and Polish markets**, managing **social media, CRM communities, in-app push campaigns, lifecycle journeys and performance reporting** using audience insights and experimentation.
- Increased **click-through rate by 200% YoY** through audience segmentation, A/B testing, performance analysis and continuous campaign optimisation.
- Managed **Daily Picks** in-app push campaigns, delivering up to **300% growth** while maintaining a **25% average CTR** through improved content selection, targeting and send strategy.
- Relaunched and scaled **Messenger and Broadcast communities to 40,000+ subscribers**, introducing segmented audience journeys focused on discovery, re-engagement and retention.
- Built **Metabase, GA4 and GTM dashboards**, translating campaign data into actionable insights that improved targeting, engagement and conversion across commercial campaigns.
- Coordinated major commercial campaigns including **Black Friday and Prime Day**, aligning stakeholders and optimising execution using real-time performance data.
- Co-developed **Pepper Studio**, an AI-powered internal campaign planning tool built with **OpenAI Codex**, integrating scheduling, dashboards and automation into one workflow.

Trendwatching

Social Media and Marketing Assistant

Jan. 2021 – Jun. 2022

Amsterdam, Netherlands

- Delivered global B2B marketing across social, email and HubSpot CRM for SaaS, research and consultancy products.
- Increased social reach by **65%** and engagement by **50%** through audience analysis, content testing and optimisation.
- Built segmented HubSpot lifecycle campaigns across **300,000+ contacts**, improving relevance across customer journeys.
- Grew Telegram and WhatsApp communities by **150%+**, strengthening audience reach, distribution and engagement.
- Supported the GTM launch of the Trend Intelligence Platform by turning complex research into customer-facing campaigns and sales materials.

EDUCATION

University of Bristol

MSc, Management (with Marketing)

2022 - 2023

Bristol, UK

- Graduated with Distinction
- Awarded with £10,000 Think Big Scholarship

University of Amsterdam

BA, Media and Information (New Media and Digital Culture)

2019 - 2022

Amsterdam, Netherlands

- Sales Manager at Enactus UvA

SKILLS

- **Languages:** English (bilingual), Polish (native), Vietnamese (native).
- **Marketing & Growth:** Lifecycle Marketing • CRM • Audience Segmentation • Campaign Optimisation • A/B Testing • Performance Analysis • Copywriting • Content Strategy • Localisation • AI-assisted Marketing.
- **Analytics & Technical:** GA4 • GTM • Metabase • SQL • Excel • HubSpot CRM • Dashboards • Reporting Automation.
- **Platforms:** Meta Business Suite • Hootsuite • Sprout Social • Buffer • Adobe Creative Suite • Canva • Google Ads.
- **Certifications:** Google Data Analytics Professional Certificate • OpenAI Codex • HubSpot Paid Media • Predictive Project Management (PMI).