

Do The Ba (Max Do)

Regional Performance & Demand Generation Leader

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SUMMARY

Regional performance and demand generation leader with 8+ years of experience building **measurable acquisition and revenue systems** across online trading, financial education, education services and healthcare. Led integrated marketing across **eight APAC markets**, increased revenue by approximately 253% in 90 days without additional marketing spend, reduced blended CAC by approximately 50%, and managed annual marketing budgets of around \$800K and teams of up to 15. Strongest in **performance marketing, integrated campaigns, lead generation, CRM and sales alignment**, with a track record of building reporting, automation and operating systems that connect marketing activity to pipeline and revenue.

Recent proof: +253% revenue in 90 days without additional marketing spend · ~50% CAC reduction · ~\$800K annual budget · Google Ads spend scaled from \$0 to ~\$80K/month while sustaining 4–5× ROAS · ~\$750K generated by one integrated three-month campaign · teams up to 15 · campaigns across 8 APAC markets.

PROFESSIONAL EXPERIENCE

APAC Marketing & Growth Director

03/2025 - 04/2026

SpiceProp, Hanoi, Vietnam

Online trading, prop trading and financial education group serving eight APAC markets through TeleTrade (1M+ users and 30+ years on the market), SpiceProp and Finmex Academy.

- Led regional marketing across three brands and eight APAC markets, translating commercial priorities into localized campaign plans, channel strategy and revenue goals.
- Increased monthly revenue by approximately 253% in 90 days without additional marketing spend through integrated paid, organic, influencer, referral and brand-building activity that increased awareness and trust.
- Reduced blended customer acquisition cost by approximately 50% through budget reallocation, campaign optimization, creative testing and conversion improvements.
- Built and activated approximately 150 influencer, KOL and KOC channels across APAC financial and trading communities to expand demand generation and market reach.
- Secured strategic partnerships with KuCoin, Vantage and EraTrade to strengthen credibility, reach and partner-led acquisition.
- Led a marketing and growth team of 4+ and partnered with sales, business development, product and academy teams on campaign execution and revenue performance.

Head of Marketing & Growth

05/2024 - 03/2025

KEN Dental Clinic, Tây Ninh, Vietnam (Remote part-time contract)

Premium dental clinic and a leading healthcare-services brand in Tây Ninh province.

- Built the marketing and demand-generation function from zero in 90 days, including team structure, campaign operations, CRM, reporting and performance management.
- Sustained approximately 45% month-over-month revenue growth and 43% month-over-month patient growth over the first seven months through integrated lead generation, booking conversion and referral improvements.
- Hired, trained and led a six-person team across brand, media, digital, offline, customer success and marketing management.
- Used Jobs-to-be-Done and Customer Journey Mapping to identify and fix high-friction points from first search to consultation booking.
- Built an integrated acquisition and conversion system with lead tracking, CRM follow-up, referral programs and campaign-level measurement.

Growth Marketing Lead / Marketing Campaigns Lead

03/2018 - 02/2025

Jaxtina English Center, Hanoi & HCMC, Vietnam

One of Vietnam's largest English-language center chains; British Council IELTS partner with university partnerships in Hanoi and HCMC.

- Progressed over seven years from Digital Marketing Executive to Growth Marketing Lead, reporting to the CGO with full-funnel demand generation, campaign and revenue responsibility.
- Managed an approximately \$800K annual marketing budget and a team of up to 15 across Hanoi and HCMC.
- Scaled Google Ads spend from \$0 to approximately \$80K per month while sustaining 4–5× ROAS, contributing to approximately 20% annual revenue growth.
- Led an integrated three-month campaign that generated approximately \$750K in revenue across paid media, content, events, sales enablement and follow-up.
- Built real-time lead routing, campaign reporting, A/B testing and CRO frameworks that improved speed-to-lead and remained core operating assets for more than five years.
- Created the company's first dedicated B2B and corporate revenue line through lead generation, nurturing, LinkedIn-led acquisition and marketing-sales coordination.

PROJECT WORK

**Managing Director & Founder — Selected Entrepreneurial Project
Oi Agency, Hanoi, Vietnam (Remote)**

03/2024 - Present

Web development and UI/UX agency serving SMEs and SMBs across the US, Canada, Korea and Vietnam.

- Founded and operated a self-funded agency project, owning go-to-market, demand generation, sales pipeline, delivery systems and financial discipline.
- Raised average project value from approximately \$800 to more than \$4,000 through clearer ICP definition, repositioning, consultative selling and higher-value service offers.
- Built the operating backbone from zero, including CRM, lead tracking, sales and delivery workflows, project management and finance systems, and coordinated up to 10 cross-functional contributors.
- Restructured the business from fixed capacity to a lean, project-based model after validating demand, reducing operating risk and improving commercial discipline.

Oi is a selected entrepreneurial project operating on a lean, project-based model. My priority is a long-term full-time role; active business-development activity would pause upon acceptance, subject to employer conflict-of-interest requirements.

EDUCATION

- Simon Kuznets Kharkiv National University of Economics — **Master's Degree** in International Economics, 2012–2018.
- PACE Institute of Management — Chief Marketing Officer (CMO) program.
- Vanto Group x Jaxtina Leadership Training — “Leadership: Inventing the Future” and “From Strategy to Execution.”
- Gmartek — Growth Analytics program.

CERTIFICATIONS

CMO Program (PACE Institute of Management), Google Ads, Google Analytics 4 (GA4), Google Tag Manager, Meta Ads, Google AI Essentials, Python Basics.

LANGUAGES

English: Professional working proficiency, Russian: Native, Vietnamese: Native, Ukrainian: Professional.

SKILLS

Regional Marketing Strategy, Performance Marketing, Demand Generation, Integrated Campaign Management, Lead Generation & Nurturing, Customer Acquisition, Paid Media Strategy, CRM & Marketing Automation, Funnel Conversion, Sales-Marketing Alignment, Go-to-Market Strategy, Market Entry & Localization, Partnerships & Influencer Marketing, Marketing Analytics, A/B Testing & CRO, CAC & Channel Economics, Budget & P&L Management, Team Leadership, Multi-market/APAC Campaigns, Google Ads, Meta Ads, GA4, Looker Studio, Google Tag Manager, n8n/Make, AI Tools (Claude, ChatGPT, Gemini).