

Linh Tran (Sia)

MARKETING & GROWTH · WEB3 · AI · E-COMMERCE

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SUMMARY

Marketing and growth professional with 6 years of experience building and scaling Web3, AI, and B2B SaaS products. Specialized in go-to-market strategy, social media growth, community building, SEO content, partnership campaigns, and AI-powered marketing operations. Proven track record launching tokens, scaling communities, organizing large-scale events, and driving measurable user acquisition, retention, and brand authority across B2B and B2C markets.

SKILLS

Growth Marketing | Go-to-Market Strategy | Product Marketing | Community Building | Social Media Strategy | SEO | Content Marketing | Email Marketing | Partnership Development | AI Workflow Automation | Performance Analytics | Market Research

EXPERIENCE

Marketing Manager - AVATAR48

OCT 2025 – PRESENT

AI x Web3 companion platform by AI Avatar, a Japanese technology company

- Supported the launch of the **$AYA token** via Virtuals Protocol at a **$0.0004** opening price.
- Grew **X from 1K to 14K followers** and **Telegram from 2K to 14.5K members** through content strategy, partnership campaigns, and community engagement.
- Partnered with Japanese celebrity **Eimi Fukada**, onboarding her as a brand ambassador and AI character product.
- Built **AI characters** for the companion platform, from persona design to visual and video assets.
- Planned and executed go-to-market campaigns for major launches (AIGC Exclusive, HEART-to-$AYA conversion, free call minutes, new interaction features, seasonal campaigns).
- Managed **30+ KOLs**, creators, and ecosystem partners to expand brand awareness and community participation.
- Built AI-powered workflows (Claude, Midjourney, Kling, Seedance, local ComfyUI, etc.) automating video production, reporting, content ideation, and campaign execution.
- Produced SEO blogs, landing pages, UX copy, weekly market updates, and product messaging across X, TikTok, YouTube, LinkedIn, Telegram, and Discord; partnered with Product, Design, Engineering, and BD.

Marketing Advisor - Ordinex

FEB 2026 – PRESENT

Part-time · ordinex.cc · Operating workspace for cross-border e-commerce teams in Vietnam and SEA, bringing sourcing, pricing, orders, inventory, cash flow, and restocking planning into one place. Product currently in build-up stage.

- Conducted **market and user research** on cross-border sellers to map pain points and define the core feature set needed to build out the product (sourcing, pricing, orders, inventory, cash flow, restocking).
- Shape product messaging, landing page copy, and value proposition around clearer decisions before placing orders, scaling SKUs, and committing cash.
- Plan content, SEO, and community channel strategy to prepare for launch in the Vietnamese seller market.

Marketing Lead - MC² Finance

AUG 2024 – NOV 2025

DeFi platform

- Built and scaled TikTok channels from scratch using AI video workflows, reaching **1.5K+ followers in the first month**.
- Increased newsletter open rates to **50%+** through content optimization, audience segmentation, and A/B testing.
- Organized multi-platform DeFi livestreams attracting **1.4K+ engaged subscribers**.
- Achieved **30% follower growth** across social channels via targeted campaigns and influencer collaborations.
- Built AI content pipelines (Veo, Flow) for the main brand and sub-accounts; managed email (Mailchimp, Beehiiv) and published weekly on-chain market insights.

Senior Marketing Executive → Marketing Lead - Descartes Network

OCT 2021 – JUN 2024

Worked across Web3 products under Descartes Network:

- **Desig Wallet:** Multi-signature wallet for secure digital asset management.
- **Sentre Protocol:** DeFi AMM with staking, yield farming, and liquidity incentives.
- **Descartes Network:** B2B blockchain development and infrastructure partner.
- Joined as Senior Marketing Executive for Desig Wallet and later promoted to Marketing Lead for Sentre Protocol.
- Launched an Initial DEX Offering (IDO) at a **$0.05** opening token price.
- Organized the Vietnam Web3 Coding Camp across 2 seasons: Season 1 drew **700+ registrations and 24 Solana projects**; Season 2 drew **2,000+ registrations and 35 Solana projects**.
- Increased user acquisition by **60%** and retention by **25%** through integrated marketing campaigns.
- Managed relationships with **28 global KOLs** and ecosystem partners.
- Owned campaign planning, market research, competitor analysis, social communication, and launch support across Web3 products.

Product Content Marketing - Trait Sniper

FEB 2022 – OCT 2022

Part-time · NFT trading analytics platform helping traders discover, analyze, and snipe undervalued NFTs through real-time rarity rankings.

- Managed blog and social content for Web3 and NFT products; produced educational content and market analysis.
- Built a Twitter (Revue) newsletter with **3,300+ subscribers**.

Marketing Executive - Fahasa E-commerce

NOV 2020 – OCT 2021

- Managed app/web push notifications and social campaigns; produced product, promotional, and engagement content to grow awareness and sales.
- Ran CRM campaigns (email, push, customer journeys) and built customer segmentation to lift CTR, conversion, CLV, and retention.
- Optimized landing pages for conversion and analyzed performance with Power BI and Looker Studio.

Founder - Kieu Hoan Shop

FEB 2018 – FEB 2021

Retail & wholesale brand

- Founded and operated a **50+ SKU** retail and wholesale business; managed sales, purchasing, inventory, packaging, logistics, and suppliers.
- Developed branding and packaging and researched customer behavior and market trends to optimize offerings and profitability.

EDUCATION

Bachelor of Tourism Administration

Da Lat University
2015 – 2019

Vo Nguyen Giap Gifted High School

2012 – 2015

LANGUAGES

- Vietnamese Native
- English Full Professional
- Chinese Elementary (actively learning)