

TOM VAN VU

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SUMMARY

Senior integrated campaign, digital, and media strategist with 15+ years running full-funnel growth programs for enterprise B2B and B2C brands. Combines programmatic, ABM, SEM, paid social, OTT/CTV, DOOH, and podcast media with event-triggered journeys, next-best-offer decisioning, and personalization in Adobe Journey Optimizer. Builds buying group audience strategy from developer and engineering personas through the C-suite, and translates journey analytics into board-ready strategy. Delivered up to 878% lift in CRM opportunity conversion, 320% campaign performance growth, and 155% increase in ABM account acquisition.

Manages media campaigns and integrated channels with annual working media budgets from \$250K to \$2.1M across North America, EMEA, and APAC, spanning semiconductors, enterprise SaaS, financial services, and mobility. Applies enterprise AI prompting and agent workflows to audience modeling, creative analysis, budget allocation, and performance reporting, with responsible-AI review and output validation built into campaign operations.

SKILLS

- **Digital Strategy & Management:** Omnichannel/Multi-channel Marketing, SEO, Programmatic Ads, OTT, Personalization & CDP Pathways, Performance & Growth Marketing, Brand partnership, Joint Ambassador Marketing (Dual Branding), CRM Programs & Nurture/Lifecycle, Mixed Channel Journey Orchestration, Product Marketing & Partner (Co-brand Marketing), Paid Media and SSM Management, Campaign Management & Flight, Integrated Marketing Campaigns, Search Engine Marketing, Social Media Advertising, In-App Advertising & Programmatic, Analytics, KPI Optimization, and OKRs, Program & Project Management, Budget Management, MarTech Roadmap & Implementation, Digital Marketing Lead, Growth Marketing, Media Budget Management, Media Analysis, Performance Analytics, Email Campaigns, UX and CRO, Journey Mapping, Growth Hacking, Enterprise AI Prompting, Generative AI Governance, AI Connectors, Marketing Operations Agents, AI-Assisted Audience Intelligence, Channel Journey Optimization, Performance Analytics Automation, and AI-Enabled Campaign Planning
- **Content Strategy & Flight:** Marketing Automation, Marketo/Eloqua/Pardot/Hubspot, Content Marketing Amplification, Content Strategy & Copy Writing, Brand Collaboration, Cross-Branding, Content Distribution & Asset Planning, UX, A/B Testing, and Theme Planning, Live Event & Podcast Promotion, Growth Strategy, audience and persona cross-section builds, Digital Personalization and Personalization Strategies
- **Marketing Strategy:** Account-based Marketing, Growth Strategies (SLG/PLG/SSG), GTM Strategy, Planning and Execution, Analysis & Market Research, Brand and Strategic Communications, Community & Open Source, Team Management, Strategic Content Development, Demand Generation & Social Media, Marketing Automation & AI/ML, Funnel Optimization & Lead Quality, Stakeholder Management, Full Funnel Demand Generation, Community Ecosystem, Growth-Hacking, Developer and Embedded Hardware Communities, FinTech Communities, Credit Union and Banking Communities, Integrated Marketing, Global Brand and Integrated Campaign Orchestration, B2B Enterprise and Mid-Market, B2C and Consumer Marketing, Enterprise Marketing, Brand Partnership Marketing, Joint Venture Marketing, C-Suite and Deep Technical Audiences, Semi-conductor/Embedded Hardware Decision Maker/Influencer Audiences, Growth Hacking/Founder and Startup Audiences, F500 C-Suite/Board of Director Level Decision Maker Audiences, Buying Committee and Stage-to-Stage, ABM Buying Groups, ICP, Key Account and Personalization roadmaps
- **Certification or Expertise:** PMI Project Management, ABM/Demandbase, Adobe Journey, PowerBI/Tableau & Domo, Google Analytics, Adobe Analytics, Marketo, Eloqua, Adobe Campaign, Salesforce, Google Tag Mgr, Oracle BlueKai, Segment, Bizible, JIRA, Confluence, Redmine, Monday, Adobe Experience, Adobe Journey, Liveramp, Segment, CDP, Meta, LinkedIn, YouTube Ads, OLV, Streaming Audio Ads, Comcast, Paramount, Multiscreen Ads, OTTP, SEMRush, BrightEdge, Optimizely, Contently, Unbounce, Campaign Activation, Identity resolution, Data onboarding, Segments and Attribution, Audience grids
- **AI-Enabled Marketing, Analytics & Operations:** Enterprise AI prompting and generative-AI use for campaign planning, content, campaign themes, strategic competitive analysis, audience grid fidelity, cross-sectional research, reporting, analysis, and executive communications, AI connectors + agent workflows integrating CRM, CDP, marketing automation, media, analytics, and reporting systems, AI-assisted performance analysis of audience, channel, creative, spend, conversion, CAC, CPA, and ROI data, AI-enhanced planning, audience segmentation, media performance optimization, budget allocation, creative testing, and campaign-flight improvement, AI-enabled personalization, next-best-action, and lifecycle journey modeling across acquisition, onboarding, retention, cross-sell, and re-engagement, Agent-enhanced monitoring, optimization recommendations, test-and-learn acceleration, and KPI improvements, conversion, efficiency, pipeline sculpting, Responsible AI practices with review, governance, data privacy, output validation, performance reporting, and business-outcome measurement.

WORK EXPERIENCE

MIRASTAR FEDERAL CREDIT UNION | *Growth Digital Marketing and Campaign Strategist* Jun 2024 - Aug 2026

- Launched a new brand and omnichannel growth strategy across DV360, Amazon DSP, streaming audio/podcasts, OTT/CTV, DOOH, KCBS Radio, paid search, and paid social; increased engagement by 40% and conversions by 320% using AI-assisted audience modeling, creative insights, and campaign-flight optimization.
- Led integrated B2B and B2C campaigns in Adobe Journey Optimizer supporting product led growth strategies, converting explicit and implied engagement signals from paid media enabled by brand, unbranded, co-branded initiatives into event-triggered decision paths, and unified Tableau, CRM, Nurture, and ad-platform data to optimize CAC, CPA, CPM, spend, and creative across digital, direct mail, and in-branch QR-tracked channels; used AI-enabled analytics and agent workflows to refine targeting, activate next-best actions, and improve growth trajectory with net new pipeline and boosted ROI.
- Developed SEM- and SEO-informed acquisition and retention strategies (member growth and co-marketing) using SiteImprove, Looker, Conductor, Google Analytics, and Optimizely; combined keyword intelligence, AI-assisted content planning, audience insights, and A/B testing to double retention and organic traffic.
- Managed a multi-product, multichannel, and co-marketing/brand partnership portfolio across streaming, radio, OTT/CTV, paid search, paid social, SEM, DOOH, and Amazon DSP; used AI-informed segmentation, lifecycle triggers, content recommendations, and funnel analysis to increase engagement by 325% and drive member acquisition and product sign up/applications.
- Established an AI-assisted improvement process across planning, execution, and post-flight analysis, using performance reporting to optimize media allocation, audiences, creative, landing pages, lifecycle journeys, conversion outcomes, and ROI.

BANK OF THE WEST (BMO) | *Digital Growth Partner & Performance Marketing Manager* Jan 2020 - Dec 2023

- Led regional and global omnichannel brand, co-brand and marketing led integrated campaigns across social, email, events, and CRM, leveraging Adobe Journey Optimizer to orchestrate personalized journeys and strategic A/B testing that boosted engagement and drove a 180% lift in conversions through ambassador programs and ICP-driven storytelling with personalization.
- Yielded a +155% increase in ABM account acquisition by orchestrating tiered 1:1, 1:few, and 1:many ABM programs (Demandbase) paired with integrated community and social ecosystems that leveraged Adobe Journey Optimizer to align social, ecosystem surfaces and CRM touchpoints, methodically penetrating buying groups to boost cross-platform KPIs by 88% and lift qualitative MQA performance.
- Led B2B Enterprise and Mid-Market lead generation by integrating Product-Led Growth (PLG) and Sales-Led Growth (SLG) motions; optimized multi-channel campaigns (PPC, SEO, email, podcasts, social, and brand partnerships) using Meta attribution to drive higher-quality engaged audiences and lower acquisition costs.
- Led multi-segment B2B digital marketing campaigns (SMB to Enterprise) by modeling end-to-end customer journeys using Adobe Analytics and GA; implemented targeted audience segmentation and next-best-action logic to significantly improve stage-to-stage personalization and account acquisition metrics.

GLASSDOOR and US BANK (ACQUEON) | *Growth Campaign Manager - Consultant* Jan 2019 - Dec 2019

- Crafted a Salesforce CRM strategy for Acqueon SI, boosting new global and regional business opportunities by 18% in Sales LED and 344% in Product LED through A/B testing and tailored a combination of communities, brand and unbranded solution and personalization profile content.
- Harnessed CRM data analytics, LeanData workflows, to escalate and drive critical performance with A/B testing automation applied to top and lower funnel level channel improvements, boosting strategic outcomes by 30%.
- Pioneered global integrated growth programs linked to CRM life cycle campaigns and nurture campaigns driving engagement with integrated community segments at Glassdoor using LeanData automation, boosting lead conversion rates by 878% and ROI by 7x.

EFI | *Marketing Solutions Digital Program Manager (B2B)* Mar 2017 - Oct 2018

- Led AI/ML Clearbit projects for B2B Enterprise and Mid-Market using ABM and A/B personalization, enhancing brand & sub-brand programs with personalized solution-based engagement initiatives that increased pipeline by 81% and improved web performance by 2.5X.
- Revamped global CRM marketing lifecycle programs to unify with global integrated campaigns, EFI and partner printer-based customer/prospect communities, and multichannel derived traffic with A/B testing models and various personalization/industry specific pathways using Unbounce to boost audience engagement through email content strategies to seed community KB solutions, on-demand/live events and thought leadership content pieces.
- Managed inbound and outbound for global B2B enterprise integrated campaigns using DOMO and Adobe Analytics/Adobe Campaign/Adobe Experience via SEM, SMM, SEO, and multivariate pathways, achieving a 78% performance lift and 1,890% ROI.

BAUER'S INTELLIGENT TRANSPORTATION | *Director of SEM Digital Marketing & Analyst* Jun 2016 - Jul 2017

- Orchestrated integrated campaigns and brand amplification advertising strategies with Google Analytics, Bizible and Salesforce.com for mobile (Apple/Android: iCars Limo), promoting transportation/ride sharing at stadiums like Levi's and SAP.
- Led agile search marketing across key sub-brands and co-brand programs supplementing last mile and first leg travel/tourism VIP and C-Suite entourages (including SF Tourism, Fairmont Hotels, and Marriott), driving a 267% lift in funnel efficiency.
- Attained 4,812% ROI (1.8X ROAS) enhancing omnichannel strategies, paired with SF Travel partner affiliates and community travel venue partnerships, program managed with CRM (Salesforce.com) and Reporting across marketing programs.

ATMEL (MICROCHIP) | *Head of Digital Marketing & Customer Acquisition* Jan 2012 - Apr 2016

- Amplified global integrated campaigns using key account and industry/vertical based personalization (NA, Europe, Asia) with paid/organic social media, community growth for technical audiences, growth-hacking (MVP, developer, embedded hardware communities, early-stage startups, founders, development audiences, prototype incubators) across ecosystem sites, and search campaigns, resulting in an 8X increase in revenue.
- Managed e-commerce analytics, boosting YOY B2B Enterprise (Tier1/Tier2) opportunities by 324% through automated personalized ABM and Eloqua campaigns highlighting C-Suite, Engineering decision maker audiences, and community forums and ARM/AVR based communities and supply-chain manager distributor ecosystems.
- Grew community user base (segmented by regions) by 33%, targeting founders, C-Level, and director level engineers with effective growth hacking boosting ecosystem engagement that linked to eventual product adoption, converted into business opportunities.
- Led CRM and MA initiatives, utilizing A/B testing and integrated campaigns with ABM (Enterprise B2B) across various verticals), achieving +155% rise in lead conversion and +84% opportunities.

BROADMAP | *Director of Website & Marketing Programs* Apr 2010 - Jan 2012

- Spearheaded integrated GTM channel strategy by merging key accounts into the digital path and crafting a 5-stage growth plan, which enhanced acquisition and lifecycle campaigns with gov and micro-supplier chain gov communities.
- Secured 14+ state broadband customer opportunities by sequencing next best action linked to pain/resolve aspects aligned to RFPs to amplify content and solution strategies into relevant emerging channels like nurture multi-channel sequences, leading to increased customer engagement.

JASPERSOFT (TIBCO) | *Sr. Manager of Websites & Digital Marketing* Apr 2006 - Mar 2010

- Sculpted Jaspersoft's global marketing funnel from the ground up, growth-hacking an open-source community of 1 million developers into a high-converting freemium-to-paid pipeline.
- Enhanced CX for BI and Integration stack open source community Jasperforge.org, transforming click streams into Eloqua funnels, boosting sales by 480% and conversions by 550%.
- Boosted ROI by 765% and ROE by 180% through global integrated campaigns (NA, EMEA, AsiaPac) data analytics and targeted live campaign strategies (product led, open source incubated, and partner co-brand ecosystem) to amplify customer acquisition to draw attendance to bottom of funnel programs such as developer roadshow and community based live/webinar events.

AWARDS & RECOGNITION

- Finalist, Oracle Marketing Markie Awards, "Most Creative Marketing Campaign," Atmel (Microchip).
- Winner, Demandbase ABM Ace Award, Atmel (Microchip), 2015. Inaugural award class, recognized alongside GE Energy Management and CSC, presented at the Marketing Innovation Summit for B2B.
- Finalist, Constellation Research SuperNova Award, Digital Marketing Transformation, Atmel (Microchip), 2015.
- Joint Marketing team program featured in Stanford Graduate School of Business case study, "Atmel: Igniting the B2C in B2B".
- Drove media amplification and distribution for Means & Matters, winner of two 2023 Webby Awards (Podcasts, Websites).

EDUCATION

San Jose State University, San Jose, CA

Digital Media and Communications, CADRE Program (Computers, Art, Design, Research and Education)