Khoa Nguyen

Digital Marketer · Operations Associate

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SUMMARY

Digital marketer who builds the systems behind the strategy — marketing fused with engineering. I run a 7-figure Shopify store's product line end to end (photography, content, full-stack SEO/GEO, data) and build my own AI content pipelines. Early-mover on GEO — optimising for AI answers, not just Google.

EXPERIENCE

Sartoro — Operations Associate

2024 — Present

Made-to-measure menswear · DTC, Shopify · reporting to the founder

- Run the product line end to end for a 7-figure store growing ~20%/yr — photography, retouching, product setup, data tracking, full-stack SEO/GEO, and content.
- Grew the luxury collection into the store's lead line — now ~60% of revenue.
- Doubled organic traffic (2x) and replaced the SEO agency with in-house full-stack SEO — about US$3,000/month saved.
- Built in-house AI content pipelines (Python, MCP; studio + AI imagery/video) at catalog scale, replacing studio/agency cost.
- Early-mover GEO: products surfacing inside AI answers (ChatGPT, Perplexity), not just Google.

Insurance Direct Canada · Orca Financial

2019 - 2023 · Remote · Full-time

Digital marketing, SEO and content

Hoiana

2018 - 2019 · Vietnam

B2B mass marketing · integrated resort

SELECTED WORK

Full, living case studies at khoa.work/work →

- **SoiTarot** — AI-first SEO build for a tarot brand khoa.work/work/soitarot
- **Jarvis** — single-pane marketing OS (MCP + AI) khoa.work/work/jarvis
- **Athena Chess** — local SEO + site, chess academy khoa.work/work/athena-chess
- **Vietnam Golf Discovery** — tee-time booking platform khoa.work/work/golf-discovery
- **URBAN XXV** — my own niche-perfume brand khoa.work/work/urban-xxv

EDUCATION

University of Foreign Languages

English Language

SKILLS

SEO & GEO · Content strategy · AI content pipelines (Python, MCP) · Product photography & retouching · Shopify operations · Data tracking & CTR/conversion · Brand & product launch

TOOLS

Photoshop · Lightroom · Premiere Pro · Higgsfield · Evoto · WeShop · Shopify · Semrush · Search Console · GA4 · Next.js · Claude · MCP

LANGUAGES & LEARNING

English (fluent) · Vietnamese (native). Self-taught and AI-first — reach ~90% of any field by asking AI; the other 10% is shipped experience and learning from experts.

See the full, living portfolio → khoa.work

References available on request