

NGUYEN TAN THIEN LONG

Tech PR & Communications

longnguyenreview@gmail.com · +84 375 988 545 · Tan Phu, Ho Chi Minh City

linkedin.com/in/longnguyen-ai · techvision.click/portfolio

Available immediately

SUMMARY

Seven years in technology content and communications, with an engineering degree from HCMUT that lets me write teardown-level technical material myself. I pitched my own angles and placed **13 PR features across 7 Tier-1 outlets**; owned the content of a brand YouTube channel and added **52,310 subscribers and 25.7M views**; and led an Apple Independent Repair Provider application to contract stage. Most recently I owned the channel mix of an industrial distributor, taking its website to **141,902 sessions in seven months**. Every number has a source screenshot from YouTube Studio or GA4.

CORE COMPETENCIES

Communications & PR: Tier-1 media relations and direct pitching · Press releases, advertorials and technology PR copy · Social listening and issue containment · Repositioning through technical content

Content & channel building: Deep-dive and teardown strategy · Scriptwriting and on-camera presenting · YouTube and TikTok analytics · Thumbnail, hook and CTR optimisation

AI, SEO/GEO & data: AI-agent publishing · Claude Code, OpenAI Codex, Kimi K3, Higgsfield · Python for marketing data · GA4, Search Console, YouTube Studio, TikTok Studio, Meta Business Suite

Partnership & commercial: Apple IRP · Data-led negotiation · Influencer marketing and KOL booking · Brand activation · Esports partnership

Languages: Vietnamese (native) · English (working proficiency)

WORK EXPERIENCE

Hoang Sa Viet (Nidec elevator distributor), Ho Chi Minh City

01/2026 - 07/2026

Marketing Lead

- Led all marketing and an in-house SEO, content, video and development team, reporting directly to the director.
- Took thangmaynidec.vn to **141,902 sessions in seven months, up 70.4% year on year**; engaged sessions rose 37.9% and total events 73.9%.
- Personally ran SEO and content, taking **Organic Search to 66,374 sessions (+6.0%)** and Organic Social to 1,711 sessions (+151.6%).
- Owned the paid channel group and directed creative; Paid Search and Paid Shopping delivered **38,192 sessions**.
- Applied SEO and GEO to industrial B2B, helping the site receive its first **168 AI Assistant channel sessions**.

Senior Communication Executive & Brand Development

- Pitched my own angles and worked directly with editors, placing **13 PR features across 7 outlets**: Thanh Nien, Kenh14, GenK, Soha, CafeBiz, 24h and Techz.
- Led the **Apple Independent Repair Provider** application as sole point of contact, handling the legal file and taking it to contract stage.
- Repositioned the brand YouTube channel from news aggregation to teardown and deep-dive, adding **52,310 subscribers, 25.7M views and 447,114 watch hours**, with 11.1% thumbnail CTR on 83.8M impressions.
- Owned the KOL budget and negotiated with 9 leading tech channels, reducing **CPV by 15-20%** against the market benchmark.
- Ran activation at 4+ universities, delivered a Team Flash partnership for the SEA Games 33 season and operated social listening for early issue containment.

Cham AI Agency, Ho Chi Minh City

2026 - present

Founder

- Founded a phygital agency delivering AI agents, chatbots and SEO/GEO; built the positioning, identity, bilingual website, blog and toolset.
- Designed **13 specialised AI agents** on Claude Code and released an in-house GEO standard and free SEO-GEO audit tool.

Freelance / TechVision

2020 - present

Tech Publisher & Content Reviewer

- Run techvision.click, with 700+ articles on phones, laptops and components, through an SEO/GEO workflow I designed.
- Write, present and edit review and teardown videos on @LongTechVision; produce content for Fastcare, Tony Phung Studio and GuuAds.

Ngoc Tran Studio · The Gioi Di Dong (MWG), Ho Chi Minh City

2019 - 2021

Tech Content Reviewer & Writer

- Wrote **18 published pieces**, including product reviews, tech news and buying guides, for thegioididong.com's news section.
- At Ngoc Tran Studio, produced smartphone and laptop review videos as on-camera talent while owning the concept, script and product styling.

EDUCATION

Ho Chi Minh City University of Technology (HCMUT)

2023

*Major in Biotechnology, Faculty of Chemical Engineering***CERTIFICATIONS & PARTNER NETWORK**

Coursera: Five IBM Data Science courses (01-05/2026) and Programming for Everybody, University of Michigan. Verify at techvision.click/certificates.html

Tech KOLs & creators: Vat Vo Studio, Tony Phung Studio, Vinh Xo, Tuan Tien Ti, ThinkView, The Reviewer, Vui Ve, Mei Mei Oi, Ruong CN

Media, agency & events: VCCorp, YouNet Media, GuuAds, Golden Asia, Sponsorship Channel