

Nguyen Doan Hoang Long

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SUMMARY

Product and data professional who turns ambiguous, cross-functional problems into working systems. Comfortable moving between stakeholder conversations and the pipeline or automation layer underneath — I scope the problem, design the architecture, and build it myself when needed.

WORK HISTORY

ADA (Data & AI) — Product & Data Manager — Sep 2024–Present — HCMC

- Led the launch of the core products, together with the team generating \$100K MRR revenue.
- Built the company's first product documentation and training system. Consult & lead multiple projects, enabling the team to optimize workflows and generate more sales using data solutions.

Atomic Projects (Construction Services) — Founding Engineer, Part-time — Jan 2025–Aug 2026 — Remote, Australia

- Set up the company's Google Workspace and Notion ecosystem to centralize team tasks and communication.
- Set up Claude Cowork systems, schedules, automation tools that cut manual work for the whole team by 50%, and enabling owners to oversee business performance via Claude — from sales, operations, tender managements, finance to HR.

Customore (Data SaaS) — Senior Account Executive — Jun 2022–Aug 2024 — HCMC

- Onboarded 6 key enterprise brands representing 50% of company MRR over two years.
- Conducted 30+ business analyses on client sales performance; delivered 10+ presentations to manager-level decision-makers and launched 10+ automated e-commerce dashboards.

Independent — Software Developer (Discord Bot) — Feb 2021–Jun 2022 — Remote, Singapore

- Built and deployed a Discord-integrated bot for MMO games using Python and OCR; \$1,800 net profit, 24/7 on a Raspberry Pi.

FEATURED PROJECTS

Full write-ups with diagrams for each project below: longn.me

Unifying eCommerce Data Across 20+ Global Brands *ADA (Data & AI) — 2022–Present*

- Problem: every platform reports metrics differently, so insights don't scale across brands without a shared definition.
- Approach: used data analytics and user-behavior understanding to normalize metric definitions into one pipeline architecture before any dashboard was built on top.
- Result: 200+ pipelines now run daily, powering real-time reporting for brands including Nestlé, Reckitt, L'Oréal, and Mars.

A Judgment Framework for AI Product Categorization *ADA (Data & AI) — 2023–Present*

- Problem: LLMs hallucinate and are inconsistent when classifying ambiguous products — a framework that worked for 1 client broke down at 10.
- Approach: redesigned the task from an open classification prompt into a structured yes/no questionnaire, turning a subjective judgment call into objective decision points the model could answer reliably.
- Result: the framework now runs across category flagging, pack-size differentiation, and product bundling for multiple enterprise clients.

A 90%-Accurate Market Trend Model, Built from Public Data Trails *ADA (Data & AI) — 2023–Present*

- Problem: leadership needed to see market share shifts early — official sales data only confirmed a trend after it had already moved.
- Approach: mined public data trails (reviews, restocks, ranking movement) and tested them against 6 behavioral metrics to isolate which signals actually predicted share change.
- Result: a 90%-accurate market trend model, used across 5 product categories by senior leadership.

Decoupling a Fragile CRM Automation Stack *SGP / SI Media — 2025–Present*

- Problem: a single-VA-monitored automation stack meant every new ad, form, or channel took days to implement and broke often.
- Approach: redesigned the pipeline into 3 decoupled flows — intake & normalize, write to CRM, notify Slack — so new inputs plug into one flow without touching the others.
- Result: new channels now ship in hours, not days; grew from a support role into a technical partner scaling automation for 10+ enterprise clients.

Standing Up an AI Agent Operating System *Atomic Projects — 2025–2026*

- Problem: a construction-services founder needed to run more of the business through AI.
- Approach: designed a discovery → documentation → scale framework — a secure n8n portal so Claude Cowork could call internal tools directly, had it document and plan each process, then layered in monitored automation.
- Result: 10× project volume handled with zero new hires; the business now runs semi-autonomously on the system.

CORE SKILLS

- Technical:** Python, SQL, JavaScript, n8n, Google Cloud, AWS, pipeline & workflow architecture
- Product & analysis:** roadmap strategy, requirements scoping, data pipeline design, systems documentation, stakeholder communication
- Mindset:** breaking ambiguous problems into structured decision frameworks, designing for scale and reuse rather than one-off fixes, translating messy data into decisions

EDUCATION

Murdoch University — Bachelor's Degree, Psychology and Human Resource Management