

# VISHNU PHASATHANH

Marketing Tech & Creative Executive · BIZGITAL

PRODUCT DEVELOPMENT · MARKETING TECHNOLOGY · AI & AUTOMATION · DIGITAL TRANSFORMATION

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## PROFESSIONAL SUMMARY

Multidisciplinary Marketing Technology and Product professional with nearly a decade of progression within BIZGITAL, from graphic design into marketing technology and product development. Identifies operational and business problems, then owns the full path to a working solution — requirements, UX, technical direction, AI-assisted implementation, testing, deployment, and iteration. Track record of replacing manual, error-prone processes with production digital products and automated workflows used in real organizational operations.

## CORE EXPERTISE

**PRODUCT & TRANSFORMATION** — Product Development · PRD & Requirements · Workflow Redesign · Digital Transformation · Legacy Modernization

**AI & AUTOMATION** — AI-Assisted Product Development · Agentic Workflows · n8n · Make.com · API Integration

**MARKETING TECHNOLOGY** — Marketing Analytics · Meta Advertising Operations · GTM · GA4 · Meta Pixel · Conversion Measurement

**PRODUCT & TECHNOLOGY LEADERSHIP** — Cross-functional Product Ownership · Business-to-Technology Translation · UX/UI · Developer Collaboration · Technical Handoff

## PROFESSIONAL EXPERIENCE

**BIZGITAL** · March 2017 – Present

*Vientiane Capital, Laos*

**Marketing Tech & Creative Executive** · 2025 – Present

- Identify opportunities where software, automation, AI, and workflow redesign can solve marketing and organizational problems, then own delivery from requirements through production.
- Independently design and build production digital products through AI-assisted development, while modernizing systems originally built by outsourced engineering teams.
- Replace hard-coded operational logic with configurable back-office workflows and integrate APIs across marketing, media, and operations platforms.
- Implement and manage marketing measurement workflows using GTM, GA4, Meta Pixel, dataLayer events, and conversion tracking; contribute UX/UI design and collaborate across marketing, creative, operations, HR, and engineering — including technical handoff to developers.

**Creative Development Executive 2024** — Shifted from creative execution toward digital experience design and technical development.

**Creative Executive 2020 – 2023** — Delivered creative campaigns and digital experiences at the intersection of creative and technology.

**Senior Graphic Designer 2018 – 2020** — Grew from production design into broader campaign and communications work.

**Graphic Designer 2017 – 2018** — Built the foundation in visual communication and digital design.

## SELECTED IMPACT

### MARKETING REPORTING

**1–2 days per brand → 3–4 reports per person/day**

4-person team · ~40 client brands

### HR PAYROLL

**3–4 days → ~1 day per monthly payroll cycle**

### MEDIA BUYING

**Manual campaign setup → structured bulk campaign generation**

## SELECTED PRODUCTS & TRANSFORMATIONS

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### Digital Marketing Reporting & Analytics Platform *Production · 4-person team · ~40 client brands*

Replaced a manual, Excel-heavy reporting workflow supporting approximately 40 client brands with a production platform designed and built independently through AI-assisted development — featuring a structured reporting workflow, configurable KPI management, CSV processing, multi-month dashboards, Microsoft SSO, and browser automation for post-level insights unavailable in CSV exports.

**Impact:** 1–2 days per brand report → approximately 3–4 reports per person per day.

### Media Buying Workflow & Campaign Generation Platform *Production · active use for several months*

Replaced manual coordination between Project Managers and the Media Buying team across many client brands and publishing schedules with a production workflow: weekly projects are prepared centrally, PMs submit Facebook Post IDs as content goes live, and the system generates Meta-compatible bulk templates for Awareness and Engagement campaigns — integrated with Microsoft Teams notifications.

### HR Payroll Workflow Automation

Replaced manual payroll reconciliation across leave, overtime, Excel Online entries, fingerprint attendance, and payslip distribution with an offline automation tool that uses employee IDs as a consistent identifier — automating deterministic processing while preserving HR control over judgment calls such as leave approval.

**Impact:** 3–4 days → approximately 1 day per monthly payroll cycle.

### ticketget.la *Ticketing Platform*

Contributed to product development, UX/UI, and platform modernization — extending hard-coded functionality into configurable back-office capabilities.

### ShopShop *Commerce & Back Office · PHP · Laravel · Livewire · MySQL*

Extended an existing commerce system built by external developers, adding back-office capabilities while preserving architecture and preparing technical handoff documentation.

*Additional Selected Work:* Gahaan (independent trip-expense sharing app), CoCreate (internal AI content assistant), and a personal AI assistant integrating Telegram and Microsoft Teams.

## TECHNOLOGY & CAPABILITIES

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**BUILD** — Next.js · React · NestJS · Laravel · Livewire · MySQL

**AI & AUTOMATE** — AI Coding Agents · LLMs · n8n · Make.com · Dify · APIs · Webhooks

**MEASURE** — Google Tag Manager · GA4 · Meta Pixel · dataLayer · UTM · Attribution

**DEPLOY** — Docker · DigitalOcean · Git · GitHub · GitLab · DNS

**DESIGN** — Figma · UX/UI · Creative Direction

**ANALYZE** — Metabase · SQL · KPI Design · Dashboard Design · Marketing Analytics

## EDUCATION

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**Computer Science** — Soutsaka Institute of Technology, 2016

## SELECTED CERTIFICATIONS

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**Google Analytics Certification** — Google Digital Academy (Skillshop), 2025

**Enterprise Design Thinking Practitioner** — IBM, 2025

**AI for All: From Basics to GenAI Practice** — NVIDIA, 2025

**Introduction to Artificial Intelligence in the Workplace** — Samsung Innovation Campus Thailand, 2025

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*Portfolio, extended case studies, and additional work samples*

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