

Lê Minh Ý

Frontend Developer — Vue.js · React · TypeScript · Marketing Technology

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SUMMARY

Web developer with 6+ years of experience building products with Vue.js, React, TypeScript and Node.js. Career path spans offshore product teams for EU and English-speaking markets and, most recently, marketing-technology engineering — building custom WordPress plugins & themes, ad-serving/tracking systems and campaign automation tools. A rare combination of solid frontend engineering and hands-on understanding of SEO, traffic acquisition and conversion. Self-taught career-switcher: fast learner, strong ownership, focused on shipping things that move business metrics.

EXPERIENCE

Web Developer — Marketing Technology

Nov 2024 — Present · Bangkok

Growth & marketing engineering for a multi-site online business

- Designed and built custom WordPress plugins and themes end-to-end — REST API integration, shortcode-based rendering, and embedding Vue-built JS bundles into WordPress UIs.
- Built an in-house ad server handling ad delivery, impression/click tracking and performance reporting.
- Developed an internal ERP system to manage marketing campaigns, automating manual workflows for the operations team.
- Worked across the full stack (Vue.js UIs, Node.js services, WordPress/PHP) with direct ownership from idea to production.

Frontend Developer

Oct 2023 — Oct 2024 · Vietnam

Product development for EU-market partners

- Collaborated closely with EU partners to translate business and user needs into tailored web solutions.
- Established coding conventions, project structure and development standards adopted across the team.
- Maintained code quality through active participation in code reviews and industry best practices.

Frontend Developer

Sep 2022 — Oct 2023 · Vietnam

Offshore development for English-speaking partners

- Developed web applications with React, JavaScript, HTML and CSS in an English-speaking environment.
- Built and maintained reusable component libraries that improved team development speed.
- Worked closely with designers and back-end developers to deliver seamless user experiences.

Frontend Developer (WordPress)

Nov 2019 — Sep 2022 · Vietnam

- Built landing pages combining the WordPress editor with custom HTML/CSS; built WordPress plugin UIs with ReactJS.
- Customized and extended WordPress themes and plugins to meet project-specific requirements.
- Provided ongoing support and maintenance for WordPress sites post-launch.

SKILLS

Frontend

Vue.js (primary, 2+ recent years), React, TypeScript, JavaScript (ES6+), TanStack, HTML5, CSS3, responsive UI

Backend & CMS

Node.js, REST APIs, WordPress plugin & theme development (end-to-end)

AI & Automation	AI-assisted development (Claude Code — daily driver), prompt engineering, custom AI skills/plugin setup, integrating LLM APIs into dev & marketing workflows
Marketing Tech	SEO implementation, ad serving & tracking, traffic analytics, campaign automation
Workflow	Git, code review, coding conventions, working with international/remote teams

EDUCATION

University of Information Technology — HCMC	2021 — 2023
Bachelor of Information Technology (remote program)	
University of Foreign Languages Studies — Danang	2013 — 2018
Bachelor of Thai Language	

LANGUAGES

Vietnamese (native) · English (professional working proficiency) · Thai (intermediate)