

RACHEL NGUYEN

Marketing Analyst | Digital Marketing



55212126



rachelng.me@gmail.com



[Portfolio](#)



[LinkedIn profile](#)



Vanløse, København



PROFILE

Graduated with an **MBA** and an **MiM in Digital Marketing** from **France**, complemented by a **Bachelor's** degree in **Finance** from **Taiwan**. I am experienced Digital marketing analyst with more than **5 years of expertise** in leveraging **data analytics**, **digital technologies** and **behavioral insights** to optimize marketing strategies. I have knowledge in **HTML**, **wordpress**, **SQL**, **Tableau** and **digital marketing**, and have experience with **growth marketing** and brand marketing.

I thrive in the role between the business and technical team where I can use my interpersonal skills to ensure that data can turn to actionable insights for business growth.

EDUCATION

2022 - 2023 • **MiM in Digital Marketing**, IÉSEG School of Management, France

2021 - 2022 • **MBA**, University of Paris I: Panthéon-Sorbonne, France

2014 - 2015 • **BSc in Finance & Accounting**, Lunghwa University of Science and Technology, Taiwan

2011 - 2014 • **Joint program, Finance & Accounting**, Ton Duc Thang University, Vietnam

PROFESSIONAL EXPERIENCE

08/2023-
present

Professional developemnt & Relocation

- Pursue a Double degree program: MBA & MiM in Digital Marketing in France.
- Relocate to **Denmark** & Learn Danish (module 3)

03/2021-
06/2022

Junior Brand Manager, Pandemos (Fashion retailer), Vietnam

- **Segmentation strategy:** Leverage history databases to develop new audience segmentation strategies for personalized marketing campaigns to develop brand initiatives
- **Reporting & Dashboards:** Created detailed reports and dashboards analyzing marketing performance, guiding strategic decisions, through Google Analytics and BI report.
- **Cross- Channel Planning:** Oversaw the marketing budget, leveraged insights to plan segmentation-based campaigns across digital channels, e-commerce sites to growth brand awareness.
- **Team Management:** Provided orientation and guidance to the internal team, fostering quality and creativity to enhance customer satisfaction.
- **Achievements:**
 - Increase sales online revenue 3 times in 6 months.
 - Supported the successful implementation of an ERP system, streamlining operation.

PROFESSIONAL EXPERIENCE

04/2019-
12/2020

Digital Marketing Manager, Jill Lowe International (Academy & Cosmetic), Singapore & Vietnam

- **Segmentation strategy:** Utilized historical customer data to develop digital marketing strategies for Jill Lowe in the Singapore market, driving lead generation and optimizing user experience.
- **Reporting & Dashboards:** Created detailed reports on digital brand and campaign performance, making data-driven adjustments to enhance results through Google Analytics.
- **Cross- Channel Planning:** Applied audience segments across digital channels (Soe, SEO, & SEM) and e-commerce sites to target consumers with tailored content.
- **Team Management:** Built a successful Marketing team in Vietnam to enhance regional capabilities.
- **Achievements:**
 - Achieved a monthly sales target of 120,000 SGD
 - ROAS with Facebook ads was 6.25%

09/2018-
03/2019

Community Relations Specialist, CMG.ASIA (Fitness Industry), Vietnam

- **Customer insights:** Developed and executed digital marketing campaign based on analysis of online user behavior patterns of 500k+ customers.
- **Analytics Reporting:** Custom-built a social listening dashboard solution to aggregate brand mentions from multiple social networks and online communities.
- **SEO execution:** Grew organic reach 10% through optimized backlink.

SKILLS & INTERESTS

Computer

- SQL, Tableau, & Python (Capable of data cleaning, analysis, & visualization), HTML & CSS, Google Analytics, Adobe Photoshop, Microsoft Office (Excel, Powerpoint).

Skills

- Digital marketing, Brand marketing, Growth Marketing, Facebook ads and Analytical skills.
- Team-work, communications, problem-solving, project management,

Languages

- Vietnamese (native), English (proficient), Danish (A2)

CERTIFICATE

2023

- Business Intelligence & Data Analyst (BIDA), 180 hours
- Google Data Analytics Certificate, 186 hours

HOBBIES

Travel | Padel & Yoga | Baking | Video games

REFERENCES

Available on request.