



hi, my name is  
**Lương Mỹ Phương**

X



06.03.2001



Ho Chi Minh City

An enthusiastic marketer with strong passion for Brand, Data, and Communication, gaining lots of valuable experience to cultivate the professional mindset and form a good business acumen. I am dedicated to work with a curiosity and can-do attitude, hunger to learn and continuously utilize opportunities to develop myself to make a meaningful impact to business.

## WORKING EXPERIENCE

**WORKFLOW SPACE**  
FLUWU July 2024 - Present

### Marketing Specialist

- **Content Development:** Developing engaging and informative content aligned with branding & performance goals across communication channels (POSM, Social Media, Landing Page, Banner App,...); **boosted page followers by 82%** in 7 months
- **Creative Development:** Designing & adapting visuals or collaborating with designers to develop visually appealing and effective marketing assets, ensuring alignment with brand guideline and campaign objectives
- **Digital Performance:** Collaborating with digital to produce & implement adjustments to content & visuals for ads campaigns, ensuring optimal performance within budget; **achieved 500K+ reach at a CPM of 5.000đ** for the early sales campaign
- **Retail Marketing:** Liaising with vendors and related teams to deploy in-store marketing assets, monitor visibility implementation, and ensure smooth execution on time in full
- **Event Marketing:** Organizing & coordinating events, workshops, and meetups for members & other professionals, C-level executives, to enhance brand visibility and foster community engagement
- **Performance Tracking:** Tracking and reporting weekly & monthly FnB revenue and performance leads to Manager

### Accomplishment

- Successfully expanded the Co-working Space & FnB chain by **opening 3 additional locations & reopening 1 location** within 6 months, ensuring consistent branding & performance across **5 locations**



**PHARMACITY PHARMACY JSC**

July 2022 - Feb 2023

### Brand Marketing Intern

- **Campaign Development:** Assisted in conducting competitor analysis, brainstorming ideas & executing in-store marketing activities & internal events, ensuring alignment with thematic concepts
- **Media & Creative Coordination:** Involved in creating branding content for variety of channels (POSM, Web Blog, Social Post) to enhance the visibilities & efficiency of brand team's campaigns
- **Campaign Operations:** Supported the smooth operation of in-store activations and execution of OOH, CSR campaigns
- **Stakeholder Management:** Liaised with agencies & cross-functional teams (Trading, Retail, Creative, Digital) to deploy monthly POSM & Marketing materials across diverse O2O touchpoints
- **Customer Insight:** Assisted CI team in creating questionnaires for surveys, collecting data, and reporting for Pharmacy's product updates & customer experience enhancements
- **Co-Marketing Development:** Supported BM in monitoring monthly partnership campaigns both online (Social, Gamification Package) & offline (OOH, in-store POSM)

### Accomplishment

- Experienced in executing monthly promotional marketing campaigns for master brand & PMC's private brand
- Successfully **organized 6-month in-store activation** in collaboration with **Merck & Hoan My Hospital**
- Executed **CSR campaign partners with 175 Hospital in Tay Ninh Province**

## EXTRACURRICULAR ACTIVITIES



**MARTIC - IU MARKETING CLUB**

Oct 2019 - Aug 2021

### Head Of Creative and Media Department

- Brainstormed concept ideas, created campaign communication & social plans, developed art & content directions
- Designed visuals and wrote content for diverse marketing distributions (Social Media, Printed Materials, Email Digital, etc)
- Managed consistent visual, content and traffic on social media channels with total about 8000 followers
- Effectively organized & led social 4 online & offline campaigns with 50-900 participations nationwide

### Accomplishment

- Organized V Twist Competition 2019 - a marketing arena with over 120 participants in HCM City.
- » Earned up to **55000 reaches for the opening poster** and **1700 followers for the new fanpage**.
- Conceptualized and executed Series Webinar: Marketing Exploration 2021 - a series of 3 online workshops about Marketing.
- » Attracted over **900 participation registrations** and gained **400 new followers for the fanpage within 1-month of event**.

## EDUCATION



**INTERNATIONAL UNIVERSITY - VNU HCMC**

2019 - 2023

### Bachelor of Business Administration - Marketing Major

- GPA: 3.35/4.00 (Classification: Very Good)
- Relative courses: Marketing Strategy (87), Brand Management (85)

## SKILLS

### Technical Skills

Data Analysis: SPSS, SQL

Microsoft Office: Word (MOS 2016), Excel, PowerPoint

Designing: Adobe Photoshop, Adobe Illustrator, Canva

## CERTIFICATION

**IELTS**

2023

- Band: 6.5

### Key Strengths

Creativity, Project Management,  
Communication Skill, Leadership

## CONTACT



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