

DINH HOANG NAM

Account Executive

Work Experience

April 2024- Present

PMAX I Ho Chi Minh City

Account

Project Planning and Management:

- Developing comprehensive project plans, setting clear goals, and defining project scope. Managing project timelines, budgets, and resources.

Digital Marketing Strategy:

- Collaborating with marketing teams to develop and implement effective digital marketing strategies.
- Conducting market research and competitor analysis to identify opportunities.

Campaign Execution

- Overseeing the execution of digital marketing campaigns across various channels (SEO, PPC, social media, email marketing).
- Monitoring campaign performance and making data-driven optimizations.

Project Owner

- Leading and motivating cross-functional teams to achieve project objectives.
- Delegating tasks, providing guidance, and fostering a collaborative work environment.

Data Analysis and Reporting

- Collecting and analyzing digital marketing data to measure campaign performance and ROI.
- Generating insightful reports for stakeholders.

Client Relationship Management

- Building and maintaining strong relationships with clients.
- Understanding client needs and delivering exceptional results.

June - November 2023

ERA Vietnam I Ho Chi Minh City

Business Development

Event Management: Organized and executed diverse events including internal training sessions, external workshops, open houses, site tours, and community marathons.

Real Estate Transactions: Managed essential paperwork and procedures for real estate transactions.

Client Relationship Management

- Built and maintained strong client relationships through regular meetings, needs assessments, and information exchange.
- Successfully presented and promoted company products and services to the community.

Marketing and Communications

- Developed engaging content (posts, videos) to enhance brand awareness and audience engagement.
- Coordinated meetings and advertising campaigns to foster partnerships and customer loyalty.
- Conducted telesales activities to generate leads and sales.

Activities

FTU ZONE - Broadcasting & Event Club (2021 - 2023)

- Project Leader
- Event organizer
- Human Resources Team member

Bao Lam High School Broadcasting Club (2019-2020)

- Vice Leader
- Content Management

Contact

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Ho Chi Minh City, Vietnam

Education

Foreign Trade University HCM

2021 - 2025

International Economics

Career Goals

Short Term

Enhance digital marketing expertise and gain experience in project management to effectively manage large-scale campaigns

Long Term

Secure a senior management position and become a recognized thought leader in the marketing industry

Expertise

- Management Skills
- Digital Marketing
- Negotiation
- Problem Solving
- Communication Skills
- Planning
- Decision Making