

TRONG PHUC TRAN (RAY)

MARKETING EXECUTIVE

To Hien Thanh St, Ho Chi Minh City | Gmail: ttphuc389@gmail.com | Phone: +84 395 695 675

EDUCATION

Ho Chi Minh City University of Economics and Finance (UEF)

Bachelor of E-Commerce | Year of Graduation: 2024

Relevant Coursework: Facebook Ads Mastery (Enternet Agency)

Current GPA: 3.3/4.0

PROFESSIONAL EXPERIENCE

NP HOME

March 2024 – Present

Digital Marketing Leader

Marketing

- Directed and motivated a 5-member team in crafting and executing digital strategies.
 - Planned, implemented, and optimized high-performing ad campaigns on Meta and Google Ads.
 - Coordinated and supervised agencies (Tivatech, Kienco, etc.) for campaign execution.
 - Directed livestreams, collaborating with KOLs such as MC Huỳnh Ngân and comedian Trung Dân.
 - Tracking and Data Analysis: Proficient in using Facebook Pixel, Google Analytics 4 for optimizing campaign performance.
- => Generated **1.4 million** views across viral sales video campaigns.
- => Elevated engagement rate by **30%** through data-driven Remarketing initiatives.

E-Commerce

- Launched, managed, and optimized Shopee and TikTok Shop strategies to match promotional cycles / campaigns
- Created and coordinated content for the TikTok channel, ensuring content aligned with customer outreach
- Managed advertising on TikTok Ads, Shopee Ads, optimizing ROAS and analyzing performance for continuous improvement.

SEO

- Executed comprehensive SEO strategies through collaboration with content and link-building partners.
 - Proficient in SEO site structure, keyword research, and on/off-page optimization.
- => Local SEO (Cooktops): achieving **Google Top 1** for keywords: "Mua bếp quận 1" ... "Mua bếp quận 11" (site:bepnhanphat.com).
- => Brand SEO (Smart Locks): achieving **Google Top 2 & Bing Top 2** for Demax (site:demaxlock.com).
- => Product SEO (Smart Locks):
- Google Top 1:** SL606 AG, SL966 AC, SL101... (site:bepnhanphat.com).
 - Bing Top 1:** Bosch ID 30, SL868 GS, SL768 AC... (site:lockhome.com.vn).
- => Achieved **100,000** monthly impressions by implementing SEO strategies (site:bepnhanphat.com).

NIEN PHAT IMPORT EXPORT CO.

April 2023 – December 2023

Website Administrator

- Developed mobile-first landing pages optimized for conversion and brand consistency
- Monitored and moderated multiple WordPress-based e-commerce websites
- Utilized basic knowledge of HTML and CSS to create and style web pages

MEGAS

August 2022 – February 2023

Salesman

- Developed sales strategies for Binh Thanh, District 1, and District 3, boosting market reach
- Assisted customers with inquiries and personalized recommendations, driving high satisfaction and sales

AWARDS & HONORS

- **1st Prize** – Provincial Science and Engineering Fair | Tien Giang Province, 2019
- **Representative** – Vietnam Science and Engineering Fair | Tien Giang Province, 2019
- **1st Prize** – Singing Category | Vietnam-Chinese Art Competition, Ho Chi Minh City Region, 2022

CERTIFICATIONS

- VSTEP (B2 Level) – Vietnamese Standardized Test of English Proficiency
- Office Computing Certificate – University of Economics and Finance (UEF)
- Advanced Facebook Advertising Certificate – Enternet Agency

EXTRACURRICULAR ACTIVITIES

Mai Am Hoa Hong (Rose Shelter), District 12

- Contributed to the shelter's programs, supporting underprivileged children and families through community initiatives.

S.M.S Music Club

- Participated in music performances and events organized by the club, showcasing talent and promoting the cultural values of music.