



## ***CURRICULUM VITAE***

Full Name : **NGUYEN TRAN CHUONG**

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Address : 537 Nguyen Duy Trinh, District 2,  
Thu Duc City

Nationality : Việt Nam - Vietnamese

### **GENERAL INFORMATION:**

I have 3 years of experience in Marketing at domestic and international companies. I have Marketing experience in the technology and FMCG fields

**University:**

- Hoa Sen University - Marketing

**Language Skill:**

- Toeic 650 (4 skills)

### **EMPLOYMENT HISTORY:**

<b>Present</b> – October 2023	<i>Position:</i>	Communication Marketing Executive
	<i>Company:</i>	<b>Liên Hiệp HTX Thương Mại TPHCM - SAIGON CO.OP</b>
	<i>Address:</i>	199-205 Nguyen Thai Hoc, Ward Phạm Ngũ Lão, District 1, HCMC
<i>Responsibilities:</i>	<ul style="list-style-type: none"><li>• Plan monthly promotional activities for the industry</li><li>• Together with the Marketing team, plan new store openings or CSR programs</li></ul>	

- Schedule writing articles and recording clips to post on social networking sites such as Tiktok, Facebook, Zalo OA
- Work directly with partners to update promotional information
- Analyze and search data from Power BI, Wordpress, and internal sources to come up with reasonable plans
- Manage brand and partner images under the store
- Provide solutions for cases that occur during the campaign
- Prepare activations in areas of responsibility with AM team, Trade Marketing and partners to plan implementation.
- Monitor promotional plans for POSM items in stores
- Present monthly plans or special programs to superiors and partners (English and Vietnamese)

## EMPLOYMENT HISTORY:

September 2023 - June 2022	<i>Position:</i>	Marketing Strategy Executive
	<i>Company:</i>	<b>CTCP Đầu tư Thế giới Di Động (MWG)</b>
	<i>Address:</i>	Lô T2-1.2, D1 Street, Khu Công Nghệ Cao, District 9, HCMC
<i>Responsibilities:</i>	<ul style="list-style-type: none"> <li>• Plan monthly promotional activities for the industry</li> <li>• Together with the Marketing Strategy team, plan special programs for the month</li> <li>• Provide solutions for cases that occur during the campaign</li> <li>• Monitor promotional plans for POSM items in stores</li> <li>• Analyze and search data from Power BI, Wordpress, and internal sources to come up with reasonable plans</li> <li>• Work directly with partners to update KM programs</li> <li>• Control inventory for no more than 30 days, update reports to CEO, CMO, CSO, CDC, CFO regularly on progress goals of each industry.</li> <li>• Prepare activations in areas of responsibility with AM team, Trade Marketing and partners to plan implementation.</li> </ul>	

- Present monthly plans or special programs to superiors and partners (English and Vietnamese)

**EMPLOYMENT HISTORY:**

May 2022 – November 2021	<i>Position:</i>	Content SEO Inter
	<i>Company:</i>	<b>Ogilvy &amp; Mather Viet Nam</b>
	<i>Address:</i>	Toà Nhà Centec Tower 72-74 Nguyễn Thị Minh Khai, Ward 6, District 3, HCMC
<i>Responsibilities:</i>	<ul style="list-style-type: none"> <li>• Write articles as well as SEO-standard content</li> <li>• Research keywords to optimize to increase the number of customer search clicks</li> <li>• Review keyword articles to report to the team</li> <li>• Get article reviews from customers and SEO</li> <li>• Work with relevant teams</li> <li>• Present monthly plans or special programs to superiors and partners (English and Vietnamese)</li> </ul>	

**EMPLOYMENT HISTORY:**

May 2021 – November 2018	<i>Position:</i>	Sale Staff
	<i>Company:</i>	<b>Adidas Viet Nam</b>
	<i>Address:</i>	72A Lê Thánh Tôn, Bến Nghé Ward, District 1, Thành phố Hồ Chí Minh

*Responsibilities:*

- Check the products that are in stock
- Plans to push products over 30 days in different forms such as creating a discount program or not being published with gifts and ensuring a monthly target
- Check customer ratings on e-commerce or social sites and offer ways to fix the situation
- Measures the daily traffic of customers to the store and the number of successful customers
- Organize schedules for employees in the store by week..
- Update sales, store status, inventory, quantity of product entry for Manager.

## SKILL:

**Teamwork:**

- Communication skills with colleagues, partners, customers.
- Counseling skills and negotiating skills with customers.
- Presentation skills as well as crowd communication skills.

**Soft skills:**

- *Ability to communicate well and quickly adapt to a new work environment.*
- *Enthusiastic, responsible for the assigned work and ability to work under pressure.*
- *Being honest, straightforward, assertive, dare to think - and dare to take responsibility.*
- *Flexible working and Creativity.*

## INCLINATIONS:



Playing all kinds of game



Flims: Animation, Horror, detective, Reportage / Memoire, Science, History ....



Books: Programming, History, Psychology, Mythology, Mystery ...



Sport: Swimming, Badminton, Walking ....

----- ☞ -- *Thank you for your consideration* -- ☞ -----