



PHAN THI HONG HA

CRM & ECOMMERCE OPERATIONS SPECIALIST

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My Portfolio

AREA OF EXPERTISE

Digital Marketing (Google & Facebook Ads)
Automation Marketing (Salesforce)
SEO & Campaign Optimization

Website Management & Building
Project Management & Coordination
Multimedia Editing & Design

Educational Tutoring & Mentoring
Content Creation & Event Organization
Team Leadership & Collaboration

ACHIEVEMENTS

Vallet Scholarship (2020)
Scientific Research was accepted by UEH 500 (2022)
Top 18 Through The Rules 2022: Franci (Marketing Competition)
Top 20 Big Idea 2023 (Start-up Competition, with "Foodmate App")
Top 15 Management Trainee Program 2023 - Thanh Cong Textile & Eland Group

EDUCATION BACKGROUND

UNIVERSITY OF ECONOMICS HCMC (UEH)

2020-2024

Bachelor of Business

Major: Commercial Business
GPA: 3.3/4.0

CERTIFICATIONS

TOEIC: 795
IC3 Digital Literacy Certification

WORK EXPERIENCE

INBOLD

Digital Marketing Specialist (Full-time)

5/2024 - Present

- Managed DAM (Ipaper, Mediabank, 23videos, PIM), SRM (Salesforce/Pardot), and CMS systems (Umbraco, FormAssembly, SnapAddy) for Nilfisk.
- Automated email marketing, built landing pages, created UTMs, and optimized campaigns through data analysis.
- Used AI tools and HTML to streamline Salesforce asset creation.
- Supported regional teams with digital assets, lead generation, and multimedia editing.
- Conducted system checks and improved workflows with cross-team collaboration.
- Delivered training for Project Management teams and interns.
- Shared project updates in weekly Nilfisk HQ meetings.

Achievements

- Executed 7 campaigns across 30 markets in 6 months.
- Developed training materials, optimized systems, and earned positive feedback.
- Rated "Good" in OKR review after one year.

Digital Marketing Executive (Freelancer)

10/2023 - 4/2023

- Managed and localized 5-8 website pages daily, creating landing pages, forms, and templates while implementing product management.
- Attend bi-weekly meetings with Digital Marketing experts and clients.

Achievements

- Collaborated on ~3,000 pages in 7 months, editing images and videos to boost performance.
- Offered a full-time position after completing a Nilfisk digital project.

IMT SOLUTIONS

Marketing Executive (Internship)

3/2023 - 8/2023

- Designed 5 graphics for the company profile.
- Wrote and translated 2-3 posts per week on modern technology and IMT events for the website and fanpage.
- Identified 30+ potential customers to support the sales team.
- Conducted keyword research and assisted in SEO optimization using Ahrefs.
- Prepared academic materials for internal training.

Achievements

- Increased average user time on the website to 1 minute and 10 seconds.
- Compiled website analytics (category rank, keywords, authority score) to guide sales team decisions.

eTEACHER

Math and Physics Tutor (Part-time)

12/2022 - 11/2024

- Developed and deliver engaging lesson plans for middle and high school math and physics, catering to students from 7th to 11th grade.
- Utilize a blended learning approach
- Assessed student learning through observation, listening, and analyzing assignments to identify individual strengths and weaknesses.
- Tailored instruction and assignments based on student needs to address both strengths and weaknesses.
- Collaborated with eTeacher staff for ongoing support and professional development.

Achievements

- Excellent Tutor Award 2023 by eTeacher
- Successfully helped 3 students improve their grades

VOLUNTEERING

IBC (International Business Club) | 2020-2022

Copywriter

- Wrote and designed engaging academic posts, news articles, and IBC vocabulary content.
- Identified workshop topics based on member needs and industry trends.
- Researched potential content sponsors' databases to secure collaborations.

Member of the GLogistics 2021 Organizing Committee

- Developed exam questions for Round 1, focusing on the procurement theme.
- Contributed to selecting "Procurement" as the main contest topic.

Lead of Monthly Academic Posts

- Created a plan and assigned members to research and develop engaging academic post topics.
- Wrote and designed high-quality content for the monthly academic posts.

Manager of Fanpage "Nha la noi co IBC"

- Brainstormed ideas for engaging content categories like challenges and radio segments.
- Contributed written content to the Facebook Fanpage and scripted content for the radio segment.

Member of the Logistics Sharing Session Organizing Team

- Participated in meetings and sourced valuable content for the session.
- Collaborated with Vilas to develop creative concepts and detailed session content.
- Wrote the script for the Master of Ceremonies (MC).

SKILLS

- **Marketing Tools:** Salesforce, Pardot, SimilarWeb, Semrush
- **CMS tools:** Umbraco, FormAssembly, SnapADDY, WordPress, WixStudio (HTML: basic)
- **Design & Editing:** Picture design, video editing, FL Studio.
- **Project Management:** Encodify, Microsoft Office, Google Workspace.
- **Data Analysis:** Excel, SPSS.
- **Strategic Planning:** Consumer insights, category plans, IMC campaigns, pricing strategies, customer needs analysis, marketing channels, and business frameworks.
- **Market Research:** Creative BTL Experiential Marketing strategies and case study analysis.
- Strong communication, collaboration, and adaptability in dynamic environments.
- Skilled in creative problem-solving and data-driven decision-making.
- Effective time management, meeting multiple deadlines with precision.
- Committed to continuous learning and building professional relationships.