

NGUYỄN TRUNG THIÊN

Strategic marketing executive with 4 years of experience in Retail, F&B and other field. Fluent in Vietnamese and English, with a Bachelor Degree from University and professional in project managing, planning and running campaign marketing.

I am extremely motivated and constantly develop my skills and grow professionally. I am confident in my ability to complete all the tasks to become a Project Manager.

CONTACT



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Chuyên Dưng 9. District 7. HCM city

KEY SKILLS

- Project Management
- Campaign Development & Execution
- Event Planning & Promotion
- Agency Relationship Management
- CRM Developing
- Negotiation
- Critical Thinking
- Administrative
- Logistic Management
- Technical Support

EDUCATION

Sai Gon University

Bachelor in Art of English
August 2014 – April 2018

Work Experience

Freelance: Jan 2024 - Current

- Freelance for Education Academy companies for content and short events.
- Content and process promotion OTC industry
- Assist projects for media campaigns.: create content and edit short videos.
- Perform administration tasks film crew.

Marketing Senior

Global Study Partners

Sept 2023 - Oct 2023

- Create Marketing Plans and Projects for the company
- Guide the interns and team to execute the master plan.
- Work with the rental site and contractor to make the plan happen.

Marketing Executive

Crescent Mall

June 2019 - Mar 2023

- **Event:** Setup Decoration and Activities of all the events in Crescent Mall including promotion and POSM. (Including making plans and allocating budget).
- **CRM:** utilize the App for all mall's programs. Front-end testing and running campaigns. Plan and gain partnerships for the App.
- **Tenant Relations:** coordinate tenants, working with suppliers, production houses, agencies, and contractors to deliver POSM, decoration, platform, and displays...
- **Administration:** Report and analyze the program, and campaigns monthly and yearly. Draft the contract and proceed with payment.
- **Promotion:** Plan and register with the Trade Department to run the Sales, Spend & Receives program, gift sets...
- **Operation:** Coordinate with other departments to operate the mall. Distribution and organize storing and transport. Leading security, cleaning team, and customer service for mall operations.
- **Public Relations:** Tenants support opening, content for POSM, send DM, Memos... Briefing Customer Service team and solve important cases.

SOFT SKILL

- Microsoft Office: Proficient
- Window Office: Intermediate
- Canva: Intermediate
- Capcut: Intermediate
- Google Analytic: Basic

LANGUAGE

- English: Proficient
- APTIS C Level (TOEIC 800)
- Chinese: Basic (Can re-study if required)

Customer Succeed

Kamereo

Jan 2019 - Mar 2019

- Working with supplier and buyers to find solution for DEV team.
- Update back-end function and testing company product (App/Website)
- Pitching sale for buyer.

Marketing Intern

Insmart

June 2017 - August 2017

- Translate documents
- Administration tasks as buying supplies and manage office facilities.
- Guide the interns and team to execute the master plan.
- Work with the rental site and contractor to make the plan happen.

Teaching Assistant

Apollo Academy

Sept 2018 - May 2019

- Monitoring classroom and assist teacher with their lesson.
- Run Summer campaign including: indoor and outdoor activities.
- Interact with children and control classroom.
- Incharge tutoring.
- Attending examination.
- Administrative tasks.

REFERENCE PROJECTS



Biggest Mall promotion:

- Push tenants sale
- Gain traffic and awareness of iconic mall
- Assist CRM (Crescent Mall App) to increase and keep loyalty customers.
- Great price for PR to promote mall icon.

Giải Nhì Macbook Pro M1 Giải Ba Fusion Resort Cam Ranh Giải Tư Apple iPhone 13 - 256GB Giải Năm Samsung Z Flip3 - 128Gb Giải Sáu MCM VIS BELT BAG Giải Bảy Sony Play Station 5
Giải Chín Alba Wellness Valley by Fusion Giải Mười Máy Lạnh Hitachi Split Wall - 1HP Giải Mười Một Galaxy Watch4 Classic Bluetooth



- Each tickets to join required customers to spend 2,000,000 VND.
- Total ticket nearly
2019: 5000 tickets
2020: 7000 tickets
2021: 10,000 tickets

REFERENCE PROJECTS

MINOR SEASONAL PROJECT

DECORATION MOTHER DAY - MAY 2022



HANGING DECORATION



WOMAN MONTH - MARCH 2021



FAIR MOONCAKE - AUTUMN 2020

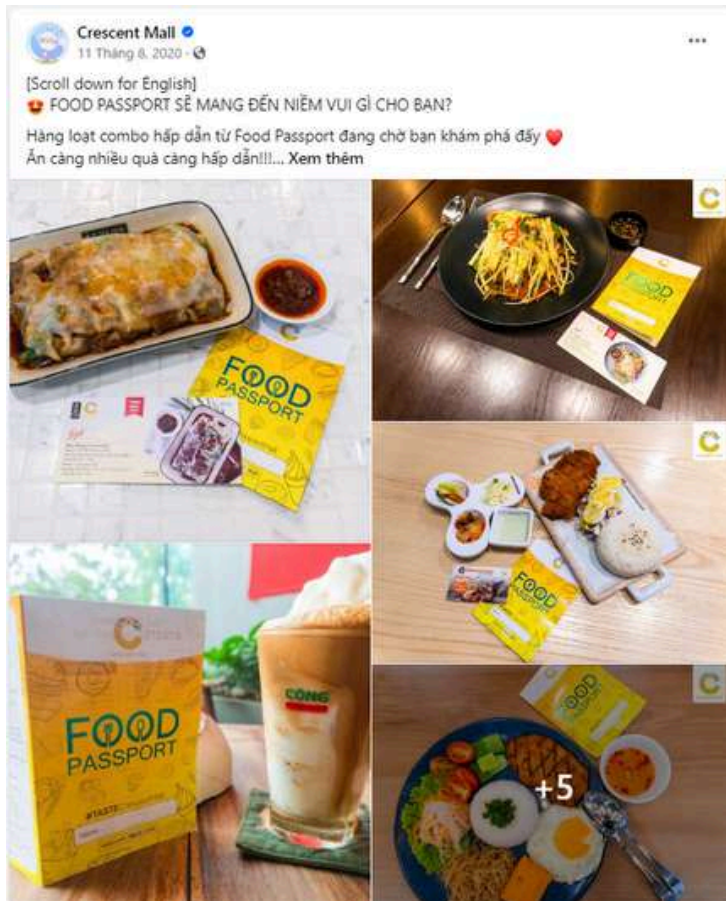


ACHIEVEMENT

After the Covid strike, these kick-off activities brought customers back to shopping malls.

These displays are most efficient for looks and design are highlights.

REFERENCE PROJECTS



FOOD PASSPORT CAMPAIGN

SALE 2020 UP TO 80% - MUST REACH 80% TENANTS IN MALL TO JOIN



TET 2020 - SOME ACTIVITIES AND PROMOTION GIFT-SETS



REFERENCE PROJECTS



COLLAPSED AQUAFINA CASTING ROUND

The Event attracted more than 1000 contestants.

