



KIM PHAM



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Ho Chi Minh City, Vietnam

Oct 1st 1993

SKILLS

Account Management



Client Engagement



Digital Campaign



Data Analysis



Language (English)



INTERESTS



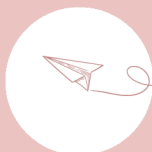
Market
Trends



Social
Media



Music



Travel

PROFESSIONAL EXPERIENCE

2020 - 2022 Business Development Manager

AnyMind Group Vietnam

- Managed in-app and influencer marketing services, delivering tailored solutions to agencies and brands
- Collaborated with regional teams to optimize campaign KPIs and client outcomes
- Delivered digital strategies leading to improved campaign ROI and stronger retention
- Satisfy client with professional support, strengthen business relationship with expertise, diligence and reliable identity

2015 - 2019 Senior Account Executive

Adtima - Zalo Group

- Establishing relationships with new potential clients and manage current big clients such as Unilever, FCV, SPVB, etc
- Training / coaching and lead all of the projects / campaigns
- Strong ability to develop marketing strategy, marketing research, customer relationship management and campaign optimization
- Delivered award-winning digital campaigns (MMA, The Campaign)

2015

Media Assistant

OMD Vietnam - Omnicom Media Group Vietnam

- Conducting analysis and collecting data for client's proposal and report
- Planning on both offline and online media

EDUCATION

2011 - 2015 University of Economics HCMC (UEH)

2008 - 2011 Tran Hung Dao Highschool for the gifted