

TRẦN DUY KHA

SENIOR BUSINESS DEV & PARTNERSHIP

INTRO

- A proactive and detail-oriented **Production & Event Coordinator** with solid experience in managing TV show productions, live events, and cross-functional teams. Skilled in **logistics planning, artist coordination, and on-site execution** for high-impact projects. In addition to my production expertise, I have a strong background in **Digital Marketing** strategies and **Performance Marketing**, leveraging data-driven insights to optimize campaign results, increase brand visibility, and drive conversions. Known for adaptability, clear communication, and delivering results under pressure.

WORK EXPERIENCE“

SENIOR BUSINESS DEV CUM ADSPONSOR TVSHOW

04/2024 - Present | ADMICRO HCMC (VCCORP GROUP)

Key Responsibilities:

- Spearheaded business development initiatives to identify and secure advertising sponsorships for high-profile TV shows across multiple platforms (TV, OTT, social media).
- Built and nurtured strong relationships with key clients and agencies in various industries (FMCG, automotive, banking, etc.) to drive revenue growth and long-term collaboration.
- Developed integrated media plans and creative sponsorship packages tailored to clients' branding objectives and campaign KPIs.
- Monitored campaign performance, gathered post-campaign insights, and provided strategic recommendations to optimize ROI for sponsors.
- Stayed updated on media trends and competitor activities to identify new opportunities for branded content and innovative advertising formats.
- Conducted in-depth customer segmentation and campaign performance analysis to craft personalized digital marketing strategies across online and offline channels.
- Advised clients on optimal media mix solutions to increase brand awareness, boost sales conversion, and improve key advertising metrics such as **Impressions, CPC, CPM, and ROI**.

Achievements:

- Successfully closed strategic sponsorship contracts with major brands such as Điện Máy Chợ Lớn, Celeno, PGI, Sacombank, and MSB, contributing to a 70% increase in sponsorship revenue in 2024.
- Secured the highest-value sponsorship deals of the year for flagship events, including *WeChoice Awards 2024* (Celeno - VND 4 billion) and *We Young Fair 2024* (PGI - VND 100 million; Mắt Việt - VND 200 million).



CONTACT INFORMATION

- 25/07/1999
- duykha99er@gmail.com
- 70 Tan Thoi Nhat 9, Block 3, Tan Thoi Nhat Ward, District 12
- 0816941872

SKILLS

Marketing Digital: SEO, SEM, Google Analytics, Content Marketing, Social Media Advertising

Communication: Strong written and verbal communication, client-facing experience

FMCG: Understanding of consumer behavior, trade marketing, product development

Staff Coordination, Scheduling, Time Management, Operational Coordination

ASISSTANT PRODUCER

02/2023 - 03/2024 | ĐÔNG TÂY PROMOTION

- Successfully coordinated and supported the production of major television shows, including:
Nhanh Như Chớp (Season 5), Sao Học Việc (Season 1), Chọn Ai Đây, Anh Trai Say Hi - Vie Channel (Day1-Day6)
- Managed and set up full-day shooting schedules for the production crew, ensuring smooth coordination across all departments.
- Booked and arranged logistics for studio, sound, lighting, technical teams, and design teams.
- Created detailed shooting schedules, monitored filming equipment usage, and ensured proper maintenance and safekeeping.
- Followed up with actors' individual schedules and sent timely reminders for appearances.
- Oversaw and maintained strong relationships with artists, ensuring their requirements were handled professionally.
- Prepared shooting scripts, call sheets, and all relevant production documentation.
- Conducted casting sessions for actors and artists, especially for the launch of new shows or products.
- Arranged and scheduled meetings between producers, directors, and external partners.
- Quickly addressed and resolved on-set issues or last-minute changes to avoid production delays.
- Managed contracts and paperwork between the production company, talents, and third-party partners.

FREELANCE PRODUCTION COORDINATOR / PRODUCTION SUPERVISOR

05/2023 - Present | JS MEDIA

Key Responsibilities (Event Production Coordination):

- Conducted on-site inspections at major event venues including **Quan Khu 7 Stadium, Hoa Binh Theatre, and Phu Tho Indoor Stadium** to evaluate logistics and event feasibility.
- Met and negotiated with venue managers to finalize and sign rental agreements for event organization.
- Coordinated with suppliers for accurate site measurements and technical requirements.
- Collaborated with designers to develop stage concepts, including **3D stage designs and branded event backdrops**.
- Allocated and managed human resources for effective on-site event coordination and execution.

CERTIFICATE OF COMPLETION

Date of Issue: 26/06/2017
**LISTENING & READING OFFICIAL
SCORE REPORT**
TOEIC - 700

Date obtained: 10/09/2025 - Aiming
for an IELTS score of 7.0
IETLS - 7.0

OOH PLANNER & BUY

06/2022 - 01/03/2023 | DATVIET OOH

Key Responsibilities:

- Met with clients to consult, provide solutions, and propose the best outdoor advertising locations for their products.
- Collaborated with team members and leadership to prepare for pitching sessions with potential partners.
- Developed **Quotations, Plans, and Timelines** to present to clients.
- Visited clients to discuss and finalize agreements, signing contracts between both parties.
- Monitored timelines and the status of advertising placements, quickly addressing and resolving any issues with the ad locations.
- Worked with notable clients such as **Suntory Pepsico, MSB, VIB, Grab, Beamin, VieON, VieChannel, Đông Tây Promotion**, etc.
- Managed contracts, inspection reports, and ensured timely completion of contract settlements and final documentation.

EDUCATION

PUBLIC RELATION & COMMUNICATION

TRƯỜNG CAO ĐẲNG PHÁT THANH TRUYỀN HÌNH II | 09/2019 - 10/2023

Vice President of Sports Club and Communications