

Associate, Growth Marketing

LƯU PHƯƠNG ANH

PERSONAL OBJECTIVE

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Curious and energetic Marketing & Communications graduate-to-be with hands-on experience in content strategy, and digital campaigns across retail, lifestyle, and travel tech industries. Skilled in creating impactful communications and brand materials, with strong interest in leveraging Gen AI tools and new technologies to drive business growth. Eager to contribute to Zalopay team with creativity, adaptability, and a collaborative spirit.

SKILLS & EXPERTISE

- Communication Product
- Marketing Social Media
- Problem Solving
- Campaign Optimization
- Promotion User Research
- Content Marketing
- AI-assisted automation tools.

EDUCATION

- National Economics University
- Major: Marketing Management
  - Graduation time: 2025

CERTIFICATES

- IELTS | British Council
- The Fundamentals of Digital Marketing | Google
- Social Media Marketing II | HubSpot Academy
- ETS TOEIC

RELATED WORK EXPERIENCES

Brand Marketing (Health & Beauty)

a.SENSE Everyday Beauty (SEPTEMBER 2024 - NOW (ONSITE)

- Develop content and campaign plans across platforms (Meta, in-store, booking channels (Zalo OA, APP, websites), engage new and existing customers (Meta reach +1.5k vs. last 6 months).
- Collaborate with internal teams (Operations, Design, Sales) to develop customer-centric promotions and improve service experience.
- Coordinate the implementation of new product launches and seasonal events, ensure brand consistency across advertising publications and POSM (Tarp decals, catalogs, brochures & other POSM at point of sale) Support the production of publications serving the brand, closely coordinate with the design department to unify the image with the brand strategy.

Content Marketing (OTA/ Travel Tech)

KKDAY (SEPTEMBER 2023 - SEPTEMEBR 2024)

- Led content strategy for Vietnam market, boosting Meta **organic reach by 153%** and contributing **12.5% of channel revenue**.
- Produced press-release style campaign content, app banners, and EDMs, ensuring message alignment across channels.
- Coordinated cross-regional campaigns with Design, BD, and Sales teams, enhancing collaboration and execution.
- Tracked KPIs and user behavior to optimize content and recommend recurring campaigns.

Growth Marketing (Start-up/ Health & Nutrition)

BITEWISE VIETNAM, MAY 2023 - MAY 2024 (REMOTE)

- Supported go-to-market plans for new product launches with Product & Marketing team during Go-to-Market
- Created promotional content (how-to videos, landing pages) and ensured consistency of tone across channels, resulting in 48.9% lead generation in first 3 months of mweb/website launch Co-managed social media presence, contributing to 4,000+ organic followers.
- Participated in onboarding and content channel planning, contributing to 2,500+ new user sign-ups.