



Dang Hong Phuc (Finn)

MARKETING SPECIALIST

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PROFESSIONAL SUMMARY

I'm Phuc – Dang Hong Phuc, a results-oriented Marketing Specialist with 5+ years of experience leading end-to-end digital campaigns, SEO projects, and in-store promotions. I blend creative storytelling with data-driven insights to deliver impactful brand experiences, especially in fast-paced, customer-centric environments.

Currently managing all marketing efforts for a Japanese retail entertainment brand in Vietnam, I bring a full-stack strategic mindset and hands-on execution skills to drive both visibility and performance.

EDUCATION

Performance content

📖 BrandCamp.Asia 📅 2021

Digital product designer

📖 Keyframe 📅 2021

Bachelor of Information

📖 Huflit University 📅 2015 - 2019

Language

English Full Professional Proficiency

SKILLS

Core competencies

- Integrated campaign planning
- In-store marketing activation
- Content strategy & copywriting
- SEO & digital content optimization
- Social media management
- Project & campaign execution
- Event coordination & onsite logistics
- Marketing data analytics

Soft skills

- Detail-oriented, results-driven, cross-functional collaboration, problem solving.

Technicals & tools


- Figma, Canva, Photoshop, CMS, Social Media Tools, Google Analytics 4. Meta Ads

EXPERIENCE

Marketing Specialist

 GENDA GiGO Entertainment Vietnam




 2024 - Present

- Led 360° marketing rollout for 4 store launches (GiGO & Little Planet), including ribbon-cutting events, in-store activations, and campaign planning.
- Worked directly with 2 Japanese CEOs to align local strategy and cross-functional execution.
- Developed bilingual content for website, Facebook, TikTok; maintained brand presence across all digital channels.
- Managed KOL/KOC bookings and video production; co-created viral TikTok clips with over 3M organic views.
- Coordinated with agency & vendors on promotions, PR booking, and media seeding during grand opening campaigns.
- Worked with vendors to build GiGO Vietnam website (staging), incl. sitemap, UX/UI review, and content localization.
- Created performance reports, tracked KPIs, and proposed improvements for monthly retail promotions.


Key achievements:

- 3.2M+ organic TikTok views from KOC collab (no paid ads)
- Boosted store-level sales to record high during Grand Opening week through integrated marketing activities including KOC content, in-store promotions, PR, and event coordination.
- Achieved 200%+ user participation for in-store promotions

Marketing Specialist

 CareerBuilder Vietnam
(Rebranded as CareerViet)



 2021 – 2024

- Develop and manage content for company products (CV builder, apps, events, etc), including creating and executing PR strategies for major HR events like Employer of Choice.
- Recruit, train, and manage a team of interns.
- Produce engaging content and images across digital marketing channels (social media, websites, communities).
- Managed two ad channels with vendors (Cốc Cốc & RTB House), overseeing reporting and customizing ads in collaboration with the vendors.
- Work with agencies to develop and optimize content for advertising and SEO campaigns.
- Support marketing leader in monitoring ad campaign effectiveness using Google Analytics.
- Collaborate with freelancers and manage their monthly payment reports.


Key achievements:

- 2021: Increased organic Facebook reach by 19% through content calendar strategy.
- 2022: Boosted blog pageviews by 15.5% and produced 200+ articles.
- 2023: Grew social media reach by 49.6%, with 4.2M reach; produced 165 SEO articles, 60 ranking in Top 10.
SEO project: Core keyword “tuyển dụng việc làm” reached Top 1 on Google for the recruitment industry.

Content Writer

 Saatchi & Saatchi Vietnam

SAATCHI & SAATCHI

 2019 – 2020 (1 year 2 months)

- Crafted compelling copy for various marketing materials (emails, social media, digital ads, website copy), ensuring consistent brand messaging across all channels.
- Conducted market research to integrate industry trends into engaging content, optimizing copy for maximum impact.
- Collaborated with the design team to create visually appealing content, enhancing brand consistency.
- Maintained high content quality through revisions for clarity, conciseness, and effectiveness.

Key achievement: The best engagement content campaign in Asia for Abbott (PediaSure Covid-19 campaign).

Content Writer Freelancer

 PROFILE MAN - 2021 (2 months)

Marketing Internship

 ITMG Vietnam - 2018 (6 months)

UXMP VIETNAM

Product designer team



 Jul - Nov 2020

- Attend mentorship meetings and training sessions.
- Participate in design workshops and exercises.
- Assist with UI/UX research and design.
- Collaborate on design projects with mentors and peers.
- Present accomplishments and contribute to Avita, a healthcare mobile app's UI/UX design process.

ONLINE RETAIL EXPERIENCE

Owner, Online clothing store

 2015 - 2023

- Maintained and operated an online men's clothing store on IG with 18,000 followers. (IG: BlueStore.Order)
- Built and maintained customer relationships, processed orders, and provided customer service.