



PHAM DANG DUY

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SUMMARY

Results-driven and people-centric human resources professional, passionate about building meaningful connections. Experienced in internal communications, employer branding, customer engagement, and talent acquisition. Proven ability to design and execute learning and engagement programs, manage CRM pipelines, and deliver strategic marketing campaigns. Strong track record in enhancing stakeholder satisfaction, leading impactful communication initiatives, and creating positive employee/customer experiences.

WORK EXPERIENCE

Code.world

Sep 2024 - Mar 2025

Talent Partner

Employer Branding Scopes

- **Drove 130% follower growth (30K to 70K) on LinkedIn** by designing and implementing in employer branding activities with a 6-member Talent Partner team.
- Produced compelling content showcasing company culture, activities, and employee stories in various formats. (videos, graphics, blog posts, behind-the-scenes features).

Talent Acquisition Scopes

- Built and nurtured talent pipelines via LinkedIn and job boards, boosting qualified candidate flow for **20+ vacant positions** and managed ATS platform (Application Tracking System), ensuring data accuracy and policy compliance.
- Supported hiring decisions by maintaining candidate databases and delivering weekly recruitment reports.

Business Development Scopes

- **Generated 500+ B2B leads** through market research and outreach, enriching the CRM system (Customer Relations Management System) pipeline.
- **Individually generated \$3,854 revenue** in B2B recruitment service sales by addressing client needs and filling senior vacancies.

AIIESEC in Vietnam (FHCMC Branch)

Mar 2023 - Jul 2024

Internal Communication Executive | Jan 2024 - Jul 2024

- **Achieved a 9.6/10 Satisfaction Score** for the Internal Communication channel (110+ employees) by designing and executing targeted social media engagement strategies that boosted member interaction and engagement.
- **Attained a 9.1/10 Culture Alignment Score** from (110+ employees) through the development and execution of culture-fostering initiatives, contributing to a more connected organizational environment.
- **Organized 3 impactful Training Programs** (60-80 employees each programs) delivering high-value learning experiences that achieve to an impressive **96.5% Net Promoter Score (NPS)** in total.
- **Earned a 91.5% Membership Experience Effectiveness Score** from (110+ employees) by executing and leading internal engagement activities—including birthday celebrations, recognition programs, and employer branding efforts—that enhanced member satisfaction and loyalty.

Customer Relations Executive | Jun 2023 - Jan 2024

- **Recruited** 10 official high school Ambassadors **by conducting 3 strategic recruitment rounds** for the Youth For Impact project operations.
- **Achieved 100% NPS (Net Promoter Scores)** from Ambassadors **by executing a full Customer Experience Plan** (Education Cycle, Buddy Program, Onboarding, Internal Comms).
- **Conducted 4 internal training events** (Event, Marketing, Sales, Buddy) to upskill Ambassadors and enhance team effectiveness.
- Delivered a 4-day project experience with a **9.66/10 Satisfaction Score** from (100+ customers) through strong event planning and personalized camper engagement.
- **Generated 59,867,000 VND profit** via B2B & B2C campaigns by driving project execution across 4 teams: Content-Event, Marketing, Customer Relations, and Business Development.

Marketing Trainee | Mar 2023 - Jun 2023

- **Attracted 185 sign-ups** and **secured 143 attendees** for the project by executing a targeted marketing strategy—leveraging micro-influencers, media partnerships, fanpage growth, and group seeding to drive visibility and interest.
- Delivered a 4-day camping (Including Induction Day, Amazing Race, Social Day, Award Night), **resulting in a 9.5/10 Satisfaction Score** (from 143 official attendees).

PMP English Centre

Jan 2022 - Feb 2023

English Teaching Assisstant

- Designed engaging lesson plans that sustained 90% student participation and boosted test scores.
- Fostered a focused, positive classroom environment, maintaining 90% attendance with minimal disruptions.
- Co-developed integrated lesson plans with foreign teachers to strengthen students' language skills.
- Delivered personalized support, enhancing student confidence and academic outcomes.

EDUCATION

Bachelor of English Study

Sep 2021 - Mar 2025

University of Finance & Marketing

- Major in Business English

Extra Activities at University:

- Marketing Communications member at Marketing Kindness Club | **Dec 2021 - Jan 2025**
- Marketing Communications member at UFM English Club | **Dec 2021 - Dec 2022**

REWARDS & ACHIEVEMENTS

- Excellent Performance Marketing Team awarded by AIESEC in Vietnam (FHCMC Branch) | **Jun 2023**
- Functional Excellence Performance awarded by AIESEC in Vietnam (National) | **Jan 2024**
- Excellent Performance member awarded by Club President - UFM University | **Dec 2023**

SKILLS

- Learning and Development
- People and Culture Engagement
- Customer Relations Management
- Marketing Communication
- Project & Stakeholder Management
- Tools: Microsoft 365, Canva, Capcut
- Languages: Vietnamese/English