



# LÊ TRỌNG NHÂN

## Assistant Brand Manager

*"I am passionate about researching insights and building brands through social media – not just for growth, but to tell emotionally rich stories."*

### PERSONAL INFORMATION

**Date of Birth**

30/4/2001

**Phone Number**

037.595.1247

**Email**

trongnhan3040001@gmail.com

**Address**

Binh Thanh District, Ho Chi Minh City

### EDUCATION



2019 - 2023

**Business Administration**

Van Lang University



**GPA:** 3.44

### LANGUAGES

**English**

B2 (Improving)

### KEY SKILLS

- Market research & analysis
- Media planning
- Social content / SEO content
- Design / Video editing
- E-commerce operations / Livestreaming
- Facebook ads / TikTok ads

#### Account Marketing at Jaybranding

(November 2022 – April 2023)

- Marketing service consulting: Achieved revenue of 100 million VND in 2 months (Probation period)
- Managed & executed major client projects: Advertising videos for Innovature BPO, Careerlink
- Collaborated with in-house designers: Ensured creative quality
- KOL booking: Scheduled & assisted with product photoshoots

#### Marketing Executive at Bulsan Beauty Vietnam

(May 2023 – November 2023)

- Developed content for Fanpage & TikTok BBNG
- Conducted market research & brand analysis (Brand Audit)
- Supported sales livestreams: Achieved revenue of \$2,000/day
- Launched new brands: Developed 4C & 4P strategies for Mincer & Wonjin

#### Assistant Brand Manager at Mr. Bajan Food

(December 2023 – March 2025)

- Planned and managed Fanpage & TikTok for Mr. Bajan Foods
- Managed & optimized TikTok Shop, Shopee (Visuals & SEO)
- KOC booking: Created scripts, executed 15 KOC models, monitored 20 videos/month
- Collaborated with SEO agency: Optimized keywords
- Conducted market research & proposed strategies: Promotional combos, minigames, and monthly sales programs
- Sponsored the Saigon Talk program at 8 FPT University campuses

#### Freelance Marketing Projects

- **SEO Content | Đệm Xanh:** Wrote website articles (2,000 - 5,000 words), optimized images & keywords
- **Social Content | Yoonek:** Created weekly fanpage posts (150 - 200 words)
- **Babies Zone (Remote):** Planned & executed 30 TikTok videos/month, booked KOCs
- **Nhà Cá Sấu (Remote):** Managed Shopee & TikTok Shop, optimized SEO, ran livestream ads
- **The Joy Full Nest (Remote):** Developed communication plan for postpartum hotel model