



NGUYỄN THÀNH VINH

PERSONAL CONTACT

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🌐 www.linkedin.com/in/vinhnguyen14/

📍 Nguyen Huu Tho, Nha Be District,
Ho Chi Minh City

SKILLS

DATA ANALYSIS

Proficient in Google Analytics
and Microsoft Office tools

MANAGE ONLINE ADS

Proficient in setting up and optimizing
Facebook Ads and Google Ads

IMAGE AND VIDEO DESIGN

Skilled in using Photoshop,
Canva, and Premiere

ENGLISH

Proficient in English with an IELTS
score of 7.0 and a PTE score of 67

PRESENTATION

Highly praised for clear and
engaging communication skills

SOCIAL INTERACTIONS

Able to build strong relationships,
maintain, and interact effectively

ADAPTATION

Able to adapt well, work under
pressure, and have strong
teamwork skills

PROBLEM-SOLVING

Proactive, willing to learn and
handle challenges, able to work
independently

CAREER OBJECTIVE

Marketing professional with 2 years of agency experience, having successfully secured high-value contracts, led integrated marketing campaigns, and optimized advertising performance for major clients such as Sabeco, Nutriboost, and Vietnam Airlines. I excel at managing complex brand demands, coordinating cross-functional stakeholders, and navigating digital ecosystems to drive brand growth. Now looking to transition into a Trade Marketing Specialist role at Circle K, where I aim to apply my strategic and executional strengths to develop impactful trade marketing plans, boost customer traffic, increase sales, and contribute to making Circle K the most preferred convenience store brand in consumers' minds.

WORK EXPERIENCES

ACCOUNT INTERN & TRAINEE

11/2023 - 04/2024

T&A Ogilvy Vietnam

- Support the Account team in preparing presentation materials and communicating with clients.
- Monitor project progress, handle paperwork, and manage client payments to ensure deadlines are met and requirements are fulfilled.

ACCOUNT EXECUTIVE

06/2024 - Present

T&A Ogilvy Vietnam

- Create quotations, developing plans, and generating ideas based on client requirements while building connections and maintaining relationships with existing clients.
- Monitoring and analyzing data for performance optimization & report on-time. Consulting & working directly with clients to meet campaigns' objectives
- Managing digital / integrated projects of digital, event / activation from conceptualizing to executing.
- Handling budgets, managing campaign costs, invoices, payments, and other required paperwork.
- Pitching: Support presentations and negotiations, helping the company secure contracts with clients such as Saigon Beer, NCB Bank, Nutriboost and Vietnam Airlines, in terms of timing, deliverables, quality & results.

Key Highlights:

- Successfully launched **10+** IMC and Always-on campaigns
- Built **strong communication skills** through daily client interaction and multi-stakeholder coordination.

REFERENCES

Mr. Nguyen Minh Thang - AM

T&A Ogilvy Vietnam

minhthang.nguyen@ogilvy.com

Mr. Nguyen Nhat Linh - SAE

T&A Ogilvy Vietnam

nhatlinh.nguyen@ogilvy.com

EDUCATION

RMIT UNIVERSITY VIETNAM HCM CITY

08/2021 - 11/2024

Major: Digital Marketing

Minor: International Business

2023

Top 3 Group Projects for Content Writing and Marketing Ideas for Asian Trails – University Project