







PHUC NGUYEN

CRM EXECUTIVE

Experienced Client Success Management with 1 year of helping brands increase their verified user's data and manage their customer relationship by using CDP. I look forward to contributing my knowledge, experience and skills for your Company's CRM/CDP.

CONTACT

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-  Ho Chi Minh City

RELEVANT SKILLS

- Customer Relationship
- CDP/CRM
- Marketing Automation
- Data Investigation
- Segment
- Critical Thinking
- Problem Solving
- Project Management
- Strategic Planning
- Teamwork

TOOLS

- CDP/CRM System
- Trello
- Hubspot
- Canva

CERTIFICATION

- IELTS**
Overall: 6.5
- TOEIC**
Overall: 840
- IC3 GS5**

EDUCATION HISTORY

Bachelor of International Business Law

Institution: UEH University

GPA: 3.28/4.00

Year of Graduation: 2023

WORK EXPERIENCE

Client Success Management

PangoCDP of ByteTech JSC

April 2024 to Present

- Manage and maintain relationships with clients in multiple fields: Innisfree, Bioderma, Eucerin, Obagi, Highlands Coffee, Yody, PMI, etc
- Help clients increase their user's verified data by an average of 30% through marketing campaigns using Zalo Mini Apps and Games
- Strengthen the relationship between clients and their users by using digital marketing automation workflows, increasing client's CLV and CR by an average of 25%
- Support client in API projects and using data to optimize marketing campaigns
- Coordinate with stakeholders (BD, IT, AM, Vendors, etc) to resolve client's issues and improve their experience, achieving retention rate by an average of 90%
- Monitor performance, analyze data and propose solutions to improve campaign performance for clients
- Train clients on using CDP to increase their data and manage their customer relationship

Affiliate Account Executive

Optimise Media Pte Ltd.

July 2022 to March 2024

- Manage and develop relationships with clients leading in the Cosmetic and E-commerce fields: Watsons, Innisfree, Shopee, Lazada, etc
- Propose strategic affiliate plans, including Influencer Marketing, Media Advertising, etc to execute clients' campaigns, delivering average US\$300K GMV for clients
- Analyse performance, monitor budget and take necessary solutions to ensure smooth execution and client's satisfaction, leading to 2-year contract renewal and converting one of them into inclusive contract
- Report to stakeholders after execution, provide transparent communication on campaign's insight, and propose strategies for the next campaigns
- Successfully onboard 6 new partners and brought back 3 lost partners to serve for Clients' campaigns and grow performance

EXTRA-CURRICULAR ACTIVITIES



Leader of Logistics - Glogistics Competition

Organization: International Business Club

Fall 2020



Content Creator & Editor - Specialized Workshop

Organization: International Business Club

Summer 2020



Volunteer Member of Tet Festival Charity

Organization: International Business Club

Spring 2020