



# PHAM TRAN THANH THANH

## TRADE MARKETING SPECIALIST

### ► [PORTFOLIO](#)

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## ABOUT ME

I am driven to continuously refine my expertise in marketing, seeing every challenge as a chance to expand my capabilities and make a greater impact. I'm ready to take on a more hands on role across diverse marketing initiatives, aiming to deliver strong results and achieve meaningful milestones in my career.

## CAREER OBJECTIVES

**Short term:** Leverage my experience and further strengthen core skills in market analysis, brand strategy and performance tracking to deliver more efficient and impactful marketing execution.

**Long term:** Grow into a well rounded marketing professional, focusing on strategic direction, planning and results oversight, while creating lasting value and driving measurable results for both brand and business.

## WORK EXPERIENCE

### Retail Marketing Specialist | PNJ GROUP

Jun 2024 - Jul 2025

*(Started as an Intern, promoted to Executive in October 2024)*

#### Marketing Awards & Industry Recognition:

- Led end-to-end execution of award submissions for both domestic and international marketing awards, including data consolidation, content development, visual storytelling, supporting materials and post-award communications.
- Conducted research and continuously updated database of international awards to develop the planning of 2025 award strategies.
- Collaborated with external partners to produce case study videos effectively showcasing campaign impact, brand equity growth and business ROI.

🏆 *Best Cost-Effective Event (Vietnam) - Event Marketing Awards 2025*

🏆 *Marketing Initiative of the Year - Vietnam - Retail Asia Awards 2025*

🏆 *Pop-up Retail Project of the Year - Vietnam - Retail Asia Awards 2025*

#### Marketing Operations & Budget Management:

- Collaborated with retail marketing team to consolidate and analyze monthly financial and operational reports across nationwide and regional trade marketing activities, supporting performance tracking and data-driven decisions.
- Managed budgeting, tracking and cost optimization using SAP to ensure alignment with planned targets and support timely payment processing.
- Reviewed and validated all internal documents before submitting to the Head for final approval, ensure strategic alignment with brand and trade marketing objectives.

#### Cross-Functional Collaboration & Departmental Support:

- Coordinated with cross-functional teams (HRBP, OCD, Accounting,...) to ensure operational alignment and support seamless departmental workflows.
- Provided direct executive support to the Head in scheduling, recruitment coordination, meeting preparation and follow up on key tasks across teams to enable effective departmental execution.

#### Internal Engagement Initiatives:

- Implemented internal engagement initiatives (BBCs, Workshops, YEP,...) to foster collaboration and strengthen team culture.

### Marketing | REX EDUCATION

Sep 2023 - Mar 2024

#### Content & Social Media Management:

- Managed and maintained content, visuals, and videos for study abroad topics, increasing fanpage visits by 49%.
- Created TikTok and YouTube content (ideation, scripting, production), resulting in +2,700 views and +1,200 new followers.

#### Campaign Execution & Events:

- Executed email marketing campaigns and supported event planning for study abroad programs.

#### Partnership Coordination:

- Collaborate with partners to share information and establish partnership.

### Sales & Marketing | NIE OUTLET STORE

Nov 2019 - Mar 2023

- Identified customer needs, advised, and recommended appropriate products.
- Developed and managed Shopee channel for cosmetics and clothing, resulting in a growth of 6,400 followers.
- Managed customer relationships for both existing and new clients.
- Developed a communication plan for the store.
- Managed and posted engaging content on Fanpage.

## EDUCATION

### HO CHI MINH CITY OPEN UNIVERSITY (2020 - 2024)

Major: Business Administration - Marketing

GPA: 3.16/4.0

### GOOGLE GARAGE

Course: Digital Marketing

## SKILLS

- |                    |                             |                   |
|--------------------|-----------------------------|-------------------|
| • Writing Content  | • Communication             | • Time management |
| • Microsoft Office | • Teamwork/Independent work | • Negotiation     |
| • Design           | • Collaboration             | • Multitasking    |