



# Pham Thi Thao Uyen

Trade Marketing

Portfolio

[Link](#)



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With three years of experience as a Marketing Executive, I am actively seeking opportunities to leverage my expertise in branding and trade marketing management in a new, dynamic environment that fosters continuous learning and growth.

## EXPERIENCE

### Marketing Executive

**ZUMSTART Joint Stock Company**

6/2022 – 6/2024

#### Plan and Execute Marketing Campaigns

- Conduct market research to identify opportunities for brand growth and differentiation.
- Develop short-term and long-term marketing plans to grow brands in line with market trends.
- Manage marketing budgets and expenses, ensuring that they stay within budget.
- Prepare monthly revenue reports and track KPIs to measure the effectiveness of marketing efforts.

#### Content Creation & Project Management

- Plan and execute detailed social media content across multiple platforms on a weekly, monthly and quarterly. Ensure content adheres to voice, brand, and quality standards – 6 brands: Deliany (Ukiyo, Sanji Bento, Com Tam Ma Bu, Seasons Gourmet, Meat Zero) and IMA Lounge.
- Create and manage seasonal campaign, event, shoots and livestream.

#### Trade Marketing & Partnership Development

- Manage the company's website, POS and merchant on third-party channels (Grab, Shopee Food, Baemin... ) to enhance brand visibility and sales.
- Manage coupon quotas and allocate promotions for customer/shopper to avoid channel conflict.

#### Collaboration

- Collaborate with Tech and Digital teams to understand user experience. This allows for define customer journeys, improve content and contribute for better conversion rates.
- Work with cross-functional teams and Influencers, KOLs to increase traffic and achieve shared objectives.
- Liase with external vendors, printers, and suppliers to ensures quality control and timely delivery of marketing materials.

## ACHIEVEMENT

- Successfully launched new brands about premium gifts, driving a 46.54% increase in sales (the highest monthly revenue compared to 2023's average).
- Optimized product listings, promotions, and images on food delivery apps, leading to a 12% increase in orders during the highest month.

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## EXPERIENCE

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### Marketing Executive

**Food Source International Vietnam**

8/2024 – Now

#### Brand Strategy

- Developed and executed short-term and long-term marketing plans and activities.
- Defined brand identity (including guidelines, style, concept, and tone of voice) to establish clear brand positioning.
- Monitored marketing performance and expenses, providing monthly reports to assess effectiveness.

#### Content Development & Project Management

- Created and managed engaging B2B content across social media platforms (LinkedIn, Facebook, website, Zalo Broadcast), focusing on community growth and lead generation.
- Planned and executed Facebook advertising campaigns, email marketing to drive customer acquisition and sales.
- Create and manage events, shoots, and collab activities with partners.

#### Design & Trade Marketing

- Designed marketing materials (social media posts, brochures, catalogs, leaflet...).
- Designed sponsored POS materials for key retail partners (Annam Market, Mega Market, G-Kitchen, Mena Gourmet Market...) to promote products and attract customers.

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## ACHIEVEMENT

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- Reposition the brand's style and tone, establishing a unique brand identity in the market.
- Executed weekly email marketing, with the highest monthly open rate reaching 58.72% and an average monthly open rate of 38%.
- Managed and optimized website visual and content. Successfully transitioned website management from agency to in-house, maximizing the reduction of outsourced expenses.

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## EDUCATION

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### HCMC Open University

2017 – 2022

- Bachelor Of Business English
- Achievement: Third Prize at Scientific Research Contest for Students
- Languages: English: B1  
Chinese: HSK3 (283/300); HSKK Preliminary (88/100)