

Promotion Staff

LƯU PHƯƠNG ANH

PERSONAL OBJECTIVE

Marketer from National Economics University with a 200% passion for Creativity, Travel, and Culture. Committed to delivering high-impact and successful projects with 101% dedication.

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SKILLS & EXPERTISE

- Communication
- Product Marketing
- Social Media Analytics
- Tourism
- Sales Promotion
- User Research
- Campaign Organization

EDUCATION

- National Economics University
- Major: Marketing Management
 - Graduation time: 2024

CERTIFICATES

- IELTS | British Council
- The Fundamentals of Digital Marketing | Google
- Social Media Marketing II | HubSpot Academy

RELATED WORK EXPERIENCES

Content Marketing (OTA/ Travel Tech)

KKDAY VIETNAM, SEPTEMBER 2023 - OCTOBER 2024 (HYBRID)

- Spearheaded all aspects of KKday Vietnam's content marketing strategy, ensuring a cohesive brand voice and visual identity across social media platforms (SNS), internal marketing tools, in-app notifications, EDM (email marketing), and promotion pages.
- Increased organic reach on Meta by 153.2% within 7 months, leading to 7.5% of total B2C revenue contributed through Owned channels (May 2024 onwards).
- Supported operating online marketing campaigns, including regional and domestic sales initiatives, ensuring alignment with overall marketing goals and objectives, with an average achieved rate of 89% across key metrics.
- Maintained various digital platforms and marketing assets, ensuring their accuracy, effectiveness, and user-friendliness based on UX & internal data sources.
- Fostered collaboration with Sales, Design, and BD teams to ensure content consistency and optimal campaign performance for promoting KKday's products.

Growth Marketing (Start-up/ Health & Nutrition)

BITEWISE VIETNAM, MAY 2023 - MAY 2024 (REMOTE)

- Created content for the company's main social media channels, increasing Instagram followers by 4,000 within 5 months. Best performance: Daily vlog with a total of 107K views.
- Prepared promotional materials for products, including business introductions and tutorial videos.
- Participated in Go-To-Market activities, including social media, email marketing, KOLs, SEO, customer service, and pre-launching bug checks, contributing to a 2500 increase in new user access to the product.
- Tracked and reported performance metrics to measure campaign effectiveness..

Content Production Intern (Health & Nutrition)

HEALTH'S FINEST VIETNAM, OCTOBER 2022 TO DECEMBER 2022

- Supported the SEO project by writing approximately 150 SEO articles in 3 months.
- Produced content for the brand's social channels, including text content and product introduction videos.
- Coordinated with the Design Department to illustrate content.
- Performed other duties as assigned by the marketing team.