



CURRICULUM VITAE

Full Name : **NGUYEN TRAN CHUONG**

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Address : 537 Nguyen Duy Trinh, District 2,
Thu Duc City

Nationality : Việt Nam - Vietnamese

GENERAL INFORMATION:

I have 3 years of experience in Marketing at domestic and international companies. I have Marketing experience in the technology and FMCG fields

University:

- Hoa Sen University - Marketing

Language Skill:

- Toeic 650 (4 skills)

EMPLOYMENT HISTORY:

Present – October 2023	<i>Position:</i>	Communication Marketing Executive
	<i>Company:</i>	Liên Hiệp HTX Thương Mại TPHCM - SAIGON CO.OP
	<i>Address:</i>	199-205 Nguyen Thai Hoc, Ward Phạm Ngũ Lão, District 1, HCMC
<i>Responsibilities:</i>	<ul style="list-style-type: none">• Plan monthly promotional activities for the industry• Together with the Marketing team, plan new store openings or CSR programs	

- Schedule writing articles and recording clips to post on social networking sites such as Tiktok, Facebook, Zalo OA
- Work directly with partners to update promotional information
- Analyze and search data from Power BI, Wordpress, and internal sources to come up with reasonable plans
- Manage brand and partner images under the store
- Provide solutions for cases that occur during the campaign
- Prepare activations in areas of responsibility with AM team, Trade Marketing and partners to plan implementation.
- Monitor promotional plans for POSM items in stores
- Present monthly plans or special programs to superiors and partners (English and Vietnamese)

EMPLOYMENT HISTORY:

September 2023 - June 2022	<i>Position:</i>	Marketing Strategy Executive
	<i>Company:</i>	CTCP Đầu tư Thế giới Di Động (MWG)
	<i>Address:</i>	Lô T2-1.2, D1 Street, Khu Công Nghệ Cao, District 9, HCMC
<i>Responsibilities:</i>	<ul style="list-style-type: none"> • Plan monthly promotional activities for the industry • Together with the Marketing Strategy team, plan special programs for the month • Provide solutions for cases that occur during the campaign • Monitor promotional plans for POSM items in stores • Analyze and search data from Power BI, Wordpress, and internal sources to come up with reasonable plans • Work directly with partners to update KM programs • Control inventory for no more than 30 days, update reports to CEO, CMO, CSO, CDC, CFO regularly on progress goals of each industry. • Prepare activations in areas of responsibility with AM team, Trade Marketing and partners to plan implementation. 	

- Present monthly plans or special programs to superiors and partners (English and Vietnamese)

EMPLOYMENT HISTORY:

May 2022 – November 2021	<i>Position:</i>	Content SEO Inter
	<i>Company:</i>	Ogilvy & Mather Viet Nam
	<i>Address:</i>	Toà Nhà Centec Tower 72-74 Nguyễn Thị Minh Khai, Ward 6, District 3, HCMC
<i>Responsibilities:</i>	<ul style="list-style-type: none"> • Write articles as well as SEO-standard content • Research keywords to optimize to increase the number of customer search clicks • Review keyword articles to report to the team • Get article reviews from customers and SEO • Work with relevant teams • Present monthly plans or special programs to superiors and partners (English and Vietnamese) 	

EMPLOYMENT HISTORY:

May 2021 – November 2018	<i>Position:</i>	Sale Staff
	<i>Company:</i>	Adidas Viet Nam
	<i>Address:</i>	72A Lê Thánh Tôn, Bến Nghé Ward, District 1, Thành phố Hồ Chí Minh

Responsibilities:

- Check the products that are in stock
- Plans to push products over 30 days in different forms such as creating a discount program or not being published with gifts and ensuring a monthly target
- Check customer ratings on e-commerce or social sites and offer ways to fix the situation
- Measures the daily traffic of customers to the store and the number of successful customers
- Organize schedules for employees in the store by week..
- Update sales, store status, inventory, quantity of product entry for Manager.

SKILL:

Teamwork:

- Communication skills with colleagues, partners, customers.
- Counseling skills and negotiating skills with customers.
- Presentation skills as well as crowd communication skills.

Soft skills:

- *Ability to communicate well and quickly adapt to a new work environment.*
- *Enthusiastic, responsible for the assigned work and ability to work under pressure.*
- *Being honest, straightforward, assertive, dare to think - and dare to take responsibility.*
- *Flexible working and Creativity.*

INCLINATIONS:



Playing all kinds of game



Flims: Animation, Horror, detective, Reportage / Memoire, Science, History



Books: Programming, History, Psychology, Mythology, Mystery ...



Sport: Swimming, Badminton, Walking

----- ☞ -- *Thank you for your consideration* -- ☞ -----