

# TRONG-NHAN NGUYEN

(+84) 964 915 950 | tr.nhan39@gmail.com  
linkedin.com/in/trnhan39/ | Dist. 1 Ho Chi Minh City



## PROFILE

A young and energetic professional major in **International Relations**, aiming to build a successful career in Marketing. With two years of experience in Pharma Marketing & Communications, I have proactively taken on challenges in various roles, including **brand communications, campaign execution, events organization, platform operation, projects management**. I seek opportunities in International-related environments to exceed my possibilities and create meaningful impact on both the organization and my personal development.

## PROFESSIONAL EXPERIENCE

### DKSH Vietnam

JUL 2024 - PRESENT

#### Marketing Assistant | Marketing Omni Healthcare (*Report to Associate Director*)

Highlight projects: **Pharmacies Engagement, Comedomed Launching, 2024 HCMC Dermatology Conference, HCPs Online Campaign, E-Platform Renovation.**

- Assisted PM/MM in developing **marketing campaigns** for key brands, including strategy planning, channel & brand communication planning, and deliverables execution (Product Technical Book, KV, Landing Page, Banners, Content, Design, etc.)
- Managed and maintained **brand guidelines** across all brand assets to ensure consistency in public communications, social media, internal training, and vendor material. Planned, designed and executed all the **Brands materials for AWO activities**.
- **Worked with agencies** to develop & deliver Brands assets, POSM and Promotion activities for FY Campaigns, new product launching.
- Successfully launched and marketed new products to target audiences, **strengthening brand recognition and awareness** by boosting brand visibility in offline (retail, H&B chains, Sales & Trade Team) and online (E-commerce, social media, KOLs livestream)
- **Led Online Visibility & Merchandising Renovation Project** for all brands, including developing a new brand identity, managing product listings, promotion schemes, and banners, and worked directly with H&B chains (Hasaki, Watsons, etc) to update brands' online visuals.
- Supported Brand Manager to follow-up & update documents, payment, accrual process.
- Organized and led **training sessions** for BAs, Internal Sales force, covering key aspects such as pathogenesis, unique selling points (USP), and brand messaging.
- Conducted **pharmacy engagement activities**, including pharmacy product reviews activation, to strengthen product positioning, deep dive in pharmacist insights as well as maintain good relationships
- Developed and executed in-store marketing activations to increase foot traffic and drive product sales - **key contact for internal & external stakeholders**.
- Conducted market visits to gather field insights, carry out research, and analyze competitor activities for strategic alignment.
- Streamlined **internal systems processes and documentation** for marketing activities by liaising with multiple departments, improving team collaboration and reducing turnaround time

**Sanofi Vietnam | B.U Vaccines****MAY 2023 - MAY 2024***(Report to Omni-Channel Manager)***Brand Executive - Vaccines Marketing Team**

- Highlight projects: **Flu Festive Campaign, Baby Dragon Campaign.**
- Supported PM/MM in developing and implementing medical information into branded/unbranded materials (POSM, OOH, etc.)
- Developed and directly monitored communication contents on multi-channel (social platforms, TV News, KOLs, SEM, Website) and online PR press (VNexpress, Dân Trí, Tuổi Trẻ, Kênh14, etc.)
- Successfully executed over 40 marketing events with various scales, raising disease awareness and providing medical value for more than 20,000 healthcare professionals nationwide.
- Analyzed post-campaign data and market reports to drive improvement actions and key learnings for future projects.

**Digital Executive - Vaccines Marketing Team**

- Highlight projects: **HVTC Website Renovation, HCPs Website Launching, Zalo ZNS Messages, Rep Trigger Email Intergrated**
- Supported Omni-channel Manager in building digital plans & strategies across all brands, all channels (social media, email marketing, brand webinars, search engines, etc.) with engaging approaches, media tactics and insightful learnings ⇒ “Flu Festive Campaign” exceeded KPIs vs.previous campaign: x1.6 higher Reach, x1.8 higher Engagement, x2.5 higher Click.
- In charge of all technical issues and ad hoc management of the BU's digital assets.
- Directly managed website renovation project from master sitemap, content development, layout design and user experience. Conducted website testing and troubleshooting across different browsers and devices ⇒ Accelerates the project timeline from 1 year to 4 months.
- Coordinated different stakeholders both internal (brand team, procurement) and external (agencies, health associations) to align budget, finalize quotation, and get approval processes.

**EDUCATION**

University of Social Sciences and Humanities  
- HCMC National University (USSH)

International Relations | 2020 - 2024

**LANGUAGE**

English: Fluent

**KEY COMPETENCIES**

Microsoft Office Suite Outlook Canva  
Presentation Researching Planning  
Stakeholder Management Communication  
Data Management Content Creation  
Creative Mindset Project Management  
Campaign Execution Critical Evaluation

**REFERENCES****Sanofi Vietnam**

1. **Mr. Luong Minh Thuyet**  
Title: Country Head - ASEA Partner Markets  
Phone: 077 2477192  
Email: luongthuyet@gmail.com
2. **Mrs. Lona**  
Title: Marketing Manager, Sanofi Vietnam  
Phone: +84 91 4165135  
Email: thikimloan.dinh@sanofi.com
3. **Mrs. Pham Thi Diem Hang**  
Title: Omnichannel Manager, Vaccines SEA & India  
Phone: +84 97 5441828  
Email: thidiemhang.pham@sanofi.com

**DKSH Vietnam**

1. **Mrs. Dang Hoang Uyen Thy**  
Title: Associate Director, Omni Channel Sales & Marketing  
Phone: 0944300884
2. **Mrs. Ngo Hoang Ha Linh**  
Title: Senior Manager, Product Management  
Phone: 0903061291  
Email: linh.hoangha.ngo@dksh.com

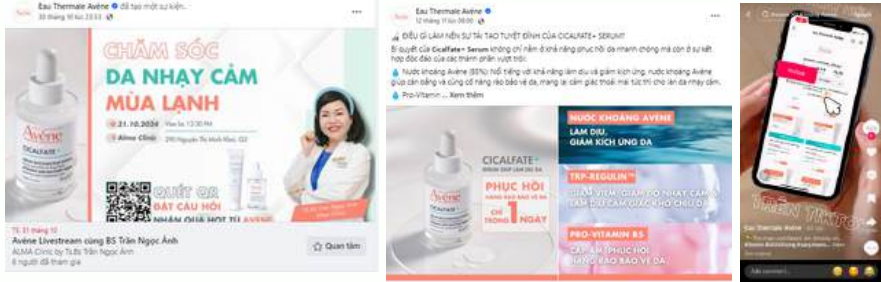


Marketing Assistant | OTC - Omnichannel Sales & Marketing

HCMC's Dermatology Conference



Digital Campaign



Booth  
New Product Launching

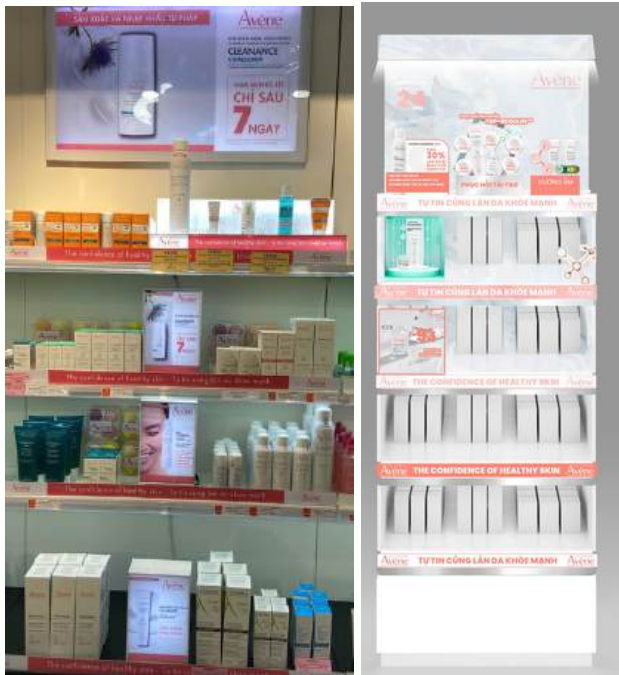


Trade Scheme Design



In-store Activation

Offline Brand Visibility



Online Brand Visibility (Renovation Project)





## Brand & Digital Executive



Master KV



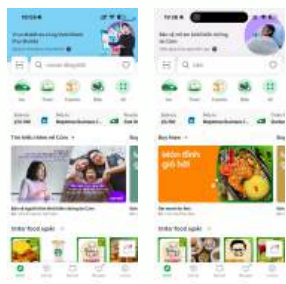
Social Post



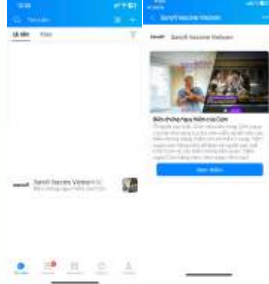
POSM



PR Articles Post on Presses



Display Ads in Grab App



Zalo Inbox Ads



OOH Advertising



PR Articles Post on Presses



Master KV



Banner & Landing Page



Hero Video

22/11 - 22/12	24/11 - 24/12	1/12 - 31/12	28/12 - 1/1	29/12 - 31
Progressive Main	Progressive Main	Progressive Main	Working Adult	Elderly
Display Mobile in App	Display Mobile in App	Display Mobile in App	Zalo Inbox Ads	Facebook Image
Impression	Click	Click	Click	Click
3,865,006	25,243	25,774	25,098	18,309
100%	112%	127%	127%	100%
8.7%	0.1%	0.2%	0.1%	0.6%
x2	x1.5	x1.3	x1.5	x0.8
00:32s	00:07s	00:13s	00:11s	00:54s
00:14s	00:12s	00:14s	00:14s	00:12s

Media Evaluation



Disease Awareness Website Renovation



Sanofi Campus Website

## MarCom Activities

