



# NGO DINH ANH QUANG

Marketing Management

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📍: Ho Chi Minh City, Viet Nam

## ABOUT ME

My colleagues call me Finn. I am a 24-year-old youngster with lots of ambition for my Marketing career path.

**Currently, I have ~3 years in Marketing** and 3 years in Customer Service, and I'm looking forward to developing myself through potential future careers, including but not limited to Assistant Brand Manager, Brand Specialist, Account Marketing, CRM, Loyalty/Partnership, and R&D. How will I match these roles? 50% Experience, 50% Growth Mindset, and 100% willing-to-learn attitude.

## EDUCATION & CERTIFICATE

**TDTU | 2018 - 2022**  
Graduate with GPA 7.55

**IELTS: 7.5**  
**MOS: average 950**

## SKILLS

Leadership / PM	★★★★☆
Analysis / Market R&D	★★★★☆
Content/Mkt Strategy	★★★★☆
Collaboration	★★★★★
Communication	★★★★☆
Creativity	★★★★☆
Problem-Solving	★★★★★
Customer Service	★★★★★
Detail Oriented	★★★★☆

## WORK EXPERIENCE

*Maztermind | 09.2023 - now*

### Assistant Brand Manager

**Main responsibility:** Created and led well-thought-out campaigns (IMC plans) for new product launching, rebranding, and more. Collaborated with stakeholders to ensure sales and branding objectives while executing or supporting in some aspects.

#### Planning and budgeting (30%):

- Presented & led the IMC plans to the Marketing team and other stakeholders on a monthly & quarterly basis.
- We optimized each campaign's possible revenue and expense to ensure positive ROI > 5 and growth rates above 10%.
- Supported the team and sometimes executed the plans for each channel like Social Media, PR, E-commerce, Store VM, Email Mkt, and Customer Service.

#### Implementing campaigns (50%):

Skilled in almost all Marketing tasks, I executed & coordinated the activities for the campaigns, including:

- TVC/creative production
- Website UI/UX development
- Email marketing / Loyalty retention
- Showroom Visual Merchandising and sales training
- Encouraged paid media optimization
- Event hosting
- Social Media Management
- Content writing
- Negotiated Sponsorship and Partnership
- Coordinated with Operations and Product Developers to streamline customer interests & benefits

#### Reporting and Analyzing (20%):

- Provided deep analysis tailored to each campaign's results using all possible software (KiotViet, Shopify, Klaviyo, Facebook Dashboard, ...)
- Reported the brand's overall performance in sales and brand love on a monthly/quarterly basis to provide insights for future global market penetration.



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## ACHIEVEMENT

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### Showroom Opening | 05.2024 | Maztermind

- Led the IMC plan & host the event.
- Secured the partnership with Annam Gourmet & The Warehouse.
- Delivered the campaign within the tight deadline of 1.5 months.

### LNH & Bau Cua 2024 campaign | 01.2024 | Maztermind

- Led the IMC plan and surpassed all objectives.
- Secured the partnership with Phung An & Phung Thi.
- TVC productions and delivered the campaign within the tight deadline of 1.5 months.

### Website + Loyalty launch & Designer Collab campaign | 05-06..2023 | H&M

- Simultaneously executed the content of both campaigns and collaborated with new departments.
- Inspired the stakeholders via kick-offs and incentives.
- Coordinated with all stakeholders effectively to deliver by deadlines and pushed out the most optimal results.

### Realign Brand TOVs with stakeholders | 05-06..2023 | H&M

- Created the copywriting and design guidelines to adapt global content to local preferences.
- Collaborated with the PR Manager to identify key pain points.

### Hosted a Fashion Show | 06..2018 | TDTU

- Planned and executed the event as Project Manager with a team of 14 freshers.
- Brought brands closer the university students (Routine, Lahoa, Dered, Matkinhhanghieu)

## WORK EXPERIENCE

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H&M SEA region | 03.2023 - 08.2023

### Brand (Content) Coordinator

**Main Responsibility:** Joined the office team in 03.2022 as Marketing Support and got promoted to Brand (Content) Coordinator. Essentially, I bring H&M campaigns from global to local, adapting them through content and cultural appropriations for the VN market while also supporting the SG, MY, and PH markets within the region.

#### Planning and adapting the campaigns (20%):

- Planned with the regional content team on a weekly, monthly, or ad-hoc basis to adapt the global campaigns.
- Collaborated with the local market stakeholders to plan out the content according to local needs.
- Proposed the local add-ons for campaigns

#### Coordinating the campaigns (60%):

Coordinated with all stakeholders to deliver ATL & BTL plans content-wise to all online and offline channels:

- INTERNAL:
  - Store VM, Distribution Center, Regional Sales team, CS
  - Ecom, Loyalty, and global campaign leader
- EXTERNAL:
  - Paid Media Agency, DOOH & offline media agencies, Print suppliers, Event agencies, landlords,

Executed the campaigns via the continuation of responsibilities from the *Marketing Support* role (see below)

#### Reporting & Analyzing (20%):

- Analyzed data via the Facebook dashboard, PowerBI, and data from vendors.
- Updated the campaign/brand 360 records and provided key learnings for the team and related departments.



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## HOBBY

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Fashion & Art  
Sports & E-sports  
Board Games  
Gaming Industry  
Automobile  
Cooking, Gourmet  
Anime, Animations  
Coffeeholic

## REFERRAL

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**Tran Mai Phuong** | Direct line-manager

Title: Group Brand Manager

Company: Maztermind

**Verzo Nikki** | Direct line manager

Title: Experience & Operation Manager SEA

Company: H&M

*Both are available upon request.*

## WORK EXPERIENCE

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*H&M SEA region | 03.2022 - 02.2023*

### Marketing Support

**Main Responsibility:** Joined when the department was undergoing transformation, everything I did was revamped from the ground up with a focus on execution, way of working, and guidelines adjustment to match the local market needs:

- Plan, write content & manage social media + Online CS
- Design/order assets or content for multiple channels. Ex: Instore POSM, Social image or video, DOOH, Digital, Paid social media, Event, and more.
- Validated & provided translations or alterations for copies of artworks and copywriting.
- Manage budget for Paid social media.
- Monitoring competitors and crises. Tracking data and reports from every channel and providing key learnings for individual periods.
- Admin tasks such as contracts, invoices, and government paperwork.

*H&M VN | 07.2020 - 02.2023*

### Sale Advisor (Mentor)

- Trained for the potential next role: Visual Merchandising (Product Display)
- Worked at all HCMC-based stores. (4 total)
- Mentoring new SA
- Responsible for the H&M Lady Sales revenue
- Ensure the best display for the departments.