



BUI NHAT MI

Branding Marketing Specialist

About 3 years of experience in both Brand communication and Product Marketing role in diverse industries: Banking, Telecommunication, etc. and now seeking a Marketing/Branding Communication Specialist position to leverage skillset and contribute to the business expansion.

+84 836 244 288

nhatmi9@gmail.com

www.linkedin.com/in/nhatmibui2112

WORKING EXPERIENCE

FPT GROUP - FPT TELECOM

Partnerships Marketing Specialist

03/2025 - Present

Marketing cum partnerships:

- Consult upcoming marketing projects, new products or services, and overall strategy based on market offering findings and analysis to provide possible directions to marketing managers
- Support the company's ATL & BTL Marketing activities through effective resourcing strategy.
- Search, evaluate and select reputable suppliers that meet the criteria of quality, price and delivery time
- Be in charge of evaluating and bidding for project partners
- Negotiate contract value with more than 100 partners to secure the best deals and terms

>> Result:

- Achieved a saving cost of nearly 400 million VND per 2 billion VND in Q2 2025** regarding marketing projects.
- Perform 100% purchasing procedures in time** according to the company's process.

Project Management:

- Manage and track POSM, booth activation orders to ensure on-time delivery and quality
- Manage ERP, payment systems and data related to purchasing procedure
- Build and maintain good relationships with suppliers
- Develop strong relationships with internal stakeholders together to achieve the organization's goals (C30 strategy)

SHINHAN BANK VIETNAM

Brand Communication Specialist

06/2022 - 04/2024

Brand Strategy Activities:

- Lead the content development and be the checking point for all the internal and external contents** of cross-channel marketing campaigns (e.g: Facebook, Instagram, Zalo, LinkedIn, Tik Tok, etc.)
- Deliver more **100 branding contents** per month on social network service, offline communication
- Work closely with global HeadQuarter to **alter Kor, Eng branding guideline version to Vie language**
- Propose **monthly, quarterly, annual (e.g: Vui De Dang) communication plan and roadmap activities** (booking PR, KOLs, video production, photoshoots,...)
- Establish **2023 annual report, cohesive branding guidelines** for all functional departments

SHINHAN BANK VIETNAM

Integrated Marketing & Campaigns:

- Write basic in-app notification (e.g: **gamification, new function launching**) and social posts brief to Agencies, Creatives to design marketing materials
- Build offline brand marketing communication and advertising plan based on brand orientation and allocating budget (e.g: **SOL app, Sport sponsor, Shinhan got talents,...**)
- Evaluate market trends, consumer behavior, and competitor activity, branding performance report, budget usage report,...

HONG LEONG BANK VIETNAM

Product Marketing Coordinator

11/2021 - 06/2022

Product Marketing:

- Implement the new product marketing plan to achieve the set sales and market share targets, including: Develop content on social media and display advertising campaigns (GDN, PR article thumbnails)
- Monitor advertising campaigns and lending sales monitoring (e.g: Phu My Hung real estate)
- **Develop 2D animation clips** tailored to each channel and appealing to target audiences
- **Edit email marketing base on HTML code**
- **Develop CRM management systems (e.g: Hubspot,..)** to create compelling website content, drive targeted traffic, convert visitors into leads, etc.

CERTIFICATE

- TOEIC: **905/990**
- HSK level 4: **272/300 & HSKK 70/100** Chinese (Mandarin)
- **Copywriting** course issued by Vietnam Marcom
- **Illustration, Ps and Ae basic foundation** issued by Colorme

SKILLSET

- Copywriting
- Ai, Ps, Ae Design
- Canva Design
- Competitor research and report
- Digital marketing report
- Power BI, Power Query

EDUCATION

Master's degree
01/2023 - 12/2024

INTERNATIONAL UNIVERSITY - VNUHCM
Major: Business Administration
GPA: 85/100

Bachelor's degree
2017 - 2021

INTERNATIONAL SCHOOL OF FINANCE - MARKETING
Major: International Business
GPA: 3.4/4