

# ÁH ỊHT ỐH

**BRAND & DIGITAL ASSITANT MARKETING** 

# **O** 0988 032 895

38 Do Tan Phong, Ward 13, Phu Nhuan District, Ho Chi Minh City

# **OBJECTIVE**

With over 5 years of experience working in the F&B, Horeca, and Technology industries, I have honed my skills and professional knowledge. I hope to further develop my strengths and take on various positions in the marketing field

## **WORK EXPERIENCE**

# **BLAGU Vietnam Company Limited - Full Time**

08/2019 - 7/2022

#### MARKETING EXECUTIVE

- Develop plans for each stage of the company's growth. Propose solutions to increase revenue on E-Commerce sites, Website, and Google.
- Build a model for a coffee shop.
- Analyze and evaluate the market using various tools.
- Create a brand for the product.
- · Analyze the product lifecycle.
- · Analyze and evaluate the market quarterly.
- Write content and optimize articles with SEO for products on the blog, Website: basic information, conveyed message, etc.
- Plan and analyze brand building through social network channels.
- Develop ideas and collaborate with Media and Design Teams to create videos, posters, etc.
- Establish long-term and short-term strategies.
- Support the Sales Team with the HubSpot (CRM) system.
- Assist campaigns with Email newsletter strategy using the Mailchimp system.
- Collect, analyze, and evaluate customer service and improvement directions.
- Participate in adjusting company policies and product policies.
- Plan, coordinate, and evaluate each marketing program.
- · Plan, coordinate, and evaluate events.
- Participate in researching the company's products: Coffee.
- Participate in Facebook Ads, Google Business, etc.
- · Participate in filming and editing product videos.
- Engage in other tasks as assigned by the company.

# **MARKETING ONLINE - FREELANCE**

- Write product content for Website and Facebook.
- Participate in Facebook Ads and Google Business.
- · List products on e-commerce platforms.

# ACAuthentic Watch and Luxury Store - FREELANCE

8/2021 - 11/2024

# Ngoc Thao Spa & Beauty Cosmetics Store -FREELANCE

4/2022 - 11/2024

# Vu Thao Technology Joint Stock Company - FREELANCE

8/2022 - 02/2025

## **MAIC Group - Full Time**

1/2023 - 07/2024

## MARKETING ONLINE - FREELANCE

- Write product content for Website and Facebook. Plan promotional programs and campaigns.
- · Design simple posts and catalogues.
- Develop brand plans.
- Participate in Facebook Ads and Google Ads.
- List products on e-commerce platforms.

## **MARKETING - FREELANCE**

- Write product content for the Website. Write content for newspapers, events, and blogs.
- · Participate in website design.
- Participate in filming and editing product videos.
- Create product descriptions and internal communications materials.
- Plan communications for webinars, TV stations, KOLs, and speakers.
- Participate in designing and creating content for POSM (Point of Sale Materials).
- Plan promotional programs and campaigns.
- Design simple posts.
- Develop brand plans.

### **BRAND & DIGITAL MARKETING ASSISTANT**

- Plan and develop strategies for:
  - Boomerang Bistro Saigon (European-Asian restaurant)
  - May Dynasty (Chinese restaurant)
  - Botan Japanese (Japanese restaurant Singapore)
- Develop a plan and strategy for the company's coffee products on Shopee and TikTok platforms.
- Execute Facebook, Google, TikTok, Shopee Ads campaigns.
- Participate in website and landing page design: Create layout designs.
- Participate in filming and editing product videos.
- · Plan and collaborate with KOLs and KOCs.
- Participate in designing and creating content for POSM (Point of Sale Materials).
- Design simple posts.
- Collect, analyze, and evaluate customer service to improve services.
- Creation of pre/post-campaign analysis for marketing investments and implementation of comprehensive marketing strategies and plans across online and offline channels, including campaigns to promote services on OTA channels
- Managing the company's website, researching keywords, writing SEO-standard articles, and designing images
- Management and reinforcement of the brand identity of May Dynasty, Boomerang Bistro Saigon, ensuring consistency across all marketing channels and communications
- Follow and update the latest trends of the younger generation
- Collaboration with the Brand team for market research and analysis, consumer behavior research, and customer insight analysis
- Manage and update the company's website

# Trung Nguyen Franchising Joint Stock Company - Full Time

08/2024 - Present

# **DIGITAL MARKETING SPECIALIST**

- Developed brand strategies for Trung Nguyên Legend and E-Coffee on digital platforms (YouTube, Google) and social media (Facebook, Instagram), increasing brand visibility and customer reach.
- Managed online marketing campaigns to drive sales and meet business objectives across e-commerce platforms, websites, and apps.
- Coordinated marketing efforts with delivery apps, banks, and e-wallets to expand market reach.

- Monitored and optimized campaigns, analyzing performance to improve results.
- Created franchise strategy for E-Coffee, supporting network growth and expansion.
- Ensured consistent brand messaging by collaborating with internal teams.
- Worked with designers to create visuals and banners for PR & marketing campaigns, aligned with brand strategy.
- Collaboration with the Brand team for market research and analysis, consumer behavior research, and customer insight analysis
- Promoted the brand on social media (Facebook, Twitter) and websites, boosting online presence and follower growth.
- Launched email and mobile marketing campaigns, optimizing customer engagement and conversions.
- Analyzed market trends and competitor strategies to improve marketing effectiveness.
- Supported various marketing tasks to ensure campaign success.
- · Write scripts, film, and edit videos
- · Plan and collaborate with KOLs and KOCs
- Optimizing SEO On-page and SEO Off-page
- Follow and update the latest trends of the younger generation
- · Write SEO Google Map articles, optimize real estate keywords
- · Manage and update the company's website

## **EDUCATION**

8/2016 - 8/2019

#### SAIGON TECHNOLOGY UNIVERSITY

Food Technology Engineering

# **SKILLS**

### Office Computing

Word, PowerPoint, Excel

## **Professional skills**

- Proficient in using AI, Photoshop (PS), Canva, CapCut, and Video Editor. Skilled in optimizing SEO On-page and SEO Off-page.
- Experienced in running Facebook and Google ads.
- Knowledgeable in channel building, seeding, and media scriptwriting.
- Building and Developing a Short-Term and Long-Term Brand Strategy Plan.
- Write scripts, create, and edit short videos using CapCut and Video Editor
- Generate ideas, shoot videos and take photos for YouTube and TikTok
- Using Semrush tool, Google search engines.
- Update the latest trends of the younger generation

### Language:

English

# PS, AI:

· Basic design in Photoshop and Illustrator Management

## Management:

- Detailed planning for each department Coordinating and monitoring work progress
- Organizing and scheduling tasks for future plans

## Design:

 Basic design in Photoshop, Illustrator Management, Canva, Capcut

## Teamwork:

• Contributing ideas and viewpoints Supporting and actively participating in team members' tasks

# Research, Creativity, and Flexibility:

 Researching and selecting information from credible sources and specific data to create valuable products
Being creative and flexible in the work process to assess, compare, adapt, and provide quick and effective solutions