

# HOANG CAO PHUONG DIEN

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## EDUCATION

### HOA SEN UNIVERSITY (Graduation 10/2018)

Major: Business Administration

## WORKING EXPERIENCE

### YEAH1 NETWORK – ACCOUNT & PROJECT MANAGER

Jul/2024 – Present

#### ❖ Account & Partnership Management:

- Take charge of the end-to-end process for partnership development, including market analysis, prospecting, sourcing and approaching new partners, client management, negotiations, deal closing, and managing ongoing relationships with strategic partners.
- Oversee a variety of projects such as sponsorships, digital/social advertising, offline events, and tournament partnerships. Lead the execution of Integrated Marketing Campaigns (IMC) from inception to delivery.
- Act as the primary point of contact for clients, providing regular updates, responding to briefs, attending meetings, and managing milestones, approvals, and deliverables.

#### ❖ Project Management:

- Work closely with functional support colleague in PR, Media, Social, Community, Event, etc to align campaign schedules to ensure smooth execution and high-quality results.
- Regularly analyze campaign performance, track key metrics, and report on KPIs, ensuring alignment with client goals.
- Manage P&L, budgets, and profitability for all client projects.

#### ❖ Achievements:

- Lead brand with the biggest project of company (Anh trai vượt ngàn chông gai 2024).
- Lead the team to achieve 150% of the client's KPIs, positioning Techcombank as the top bank of 2024 ..
- Maintained strong relationships with partners consistently meeting campaign objectives and ensuring successful project delivery.

#### ❖ Leadership:

- Mentor and manage team members, assigning tasks, providing feedback, ensuring they have the resources and support they need to succeed.
- Motivate the team by addressing concerns, recognizing good performance, and solving challenges to maintain morale and performance.

#### ❖ Another management:

- Manage stakeholders as other internal team Marketing, Finance to implement & reach the best result for all the projects.
- Solve every single problem regarding contracts, debts etc.

#### ❖ Partners:

Techcombank, Saymee, Vinfast, Romano, Beplain, TH.

### GRAB COMPANY LIMITED - SENIOR PROJECT PARTNERSHIP

May/2022 – Aug/2023

#### ❖ Account & Partnership Management:

- Managed strategic partnerships for the mobility sector, overseeing the development of loyalty programs and co-marketing initiatives.
- Led the end-to-end process for partnership management, from analysis and prospecting to negotiation, deal closure, and ongoing partnership management.
- Regularly met with clients to understand their needs, provide strategic advice, and ensure alignment with business goals.
- Worked closely with both internal & external to ensure smooth execution and deliverables for each project.
- Provided expert insights on mobility solutions, co-marketing opportunities, and partnerships to drive mutual growth.
- Regularly monitored performance metrics and KPIs, optimizing campaign strategies for maximum impact.

#### ❖ Achievements:

- Successfully built and launched the GrabBenefits Loyalty Platform, driving engagement among drivers and reducing churn.
- Secured \$1M sponsorship value in Q3 & Q4 2022 and \$3M in the first half of 2023, surpassing revenue targets.
- Increased driver engagement to 50% of active drivers within the platform, with over 30 brands and merchants onboarded.
- Reduced driver churn by 5%, driver loyalty rate increased by 5% per month, outperforming competitors in the mobility sector.
- Successful coporate with many station to enhance rides to help driver income

#### ❖ Another management:

- Manage stakeholders as other internal team Marketing, Finance to implement & reach the best result for all the projects.
- Solve every single problem regarding contracts, debts etc.

#### ❖ Partners:

Acecook, Kokomi, Wakeup 247, Faith, Thump up, Rockstar, Kumho, Bridgestone, Continental, Mobil, Castrol, Saigon Petro, Mobifone, Vinaphone, Selleys, Nippon, Farmer Market, Toyota, Suzuki, Honda, Yamaha, etc

### SENDO TECHNOLOGY JSC

Jun/2021 – May/2022

- Search and contact Vietnamese suppliers of agricultural products. (Fruits, vegetables, spices, canned goods).
- Deal prices, do contracts and purchasing agricultural products for storage.
- Coordinate with customer experience department to resolve complaint.
- Check the warehouse, propose and consider the inbound and outbound ways of the warehouse to fix the problems of damaged and wasted agricultural products.
- Weekly report on daily PO of products, issues, product delivery rate, damage, QC failure,... from suppliers.
- Solve issues with damaged goods with suppliers to guarantee 100% of QC rate.

### FOODY CORPORATION (SHOPEEFOOD)

Oct/2019 – Feb/2021

- Analyze the company's needs and costs to propose ways to enhance benefits for ShopeeFood's drivers.
- Search for and contacted partners such as auto repair shops, fast-food restaurants, energy drink providers, etc., to create discount programs, vouchers, ar
- Collaborate with the Community team to attract and engage delivery drivers, fostering a strong bond between the drivers and the company.
- Develop advertising strategies to generate new revenue for the company and increase income for drivers.
- Create the "Nụ cười bác tài Now" program, soliciting sponsorship from major brands to provide assistance and support to delivery drivers during the Covid pandemic.

## HONOURS & AWARDS

Grab Star of the Month (Aug 2022)

The Grab Way Champion (2022)

## SKILLS

### Skills

Data analyst: Power BI, Exim, CDP

Stakeholder management (Legal, MKT, PR, Finance, etc)

Project management: Asana, Google & Microsoft tool

Account Management, Relationship Development, MKT Partnership, Strategic Partnerships

Others: Problem Solving, Sponsorship Marketing, Event Management, Loyalty programs