

TRÂM LÊ

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💡 PROFESSIONAL SUMMARY

Results-oriented marketing leader with 8+ years of experience driving CRM, ecommerce, and digital performance campaigns. Specialized in project management, loyalty initiatives, and data-driven growth, with a proven ability to scale customer engagement and revenue across FMCG, retail, tech, and F&B sectors. Adept at working cross-functionally with internal and external teams to launch complex multi-channel campaigns that deliver business results.

👛 EXPERIENCE

PARTNERSHIP & BUSINESS SOLUTIONS MANAGER

Mar 2024 - Present

ShopeeFood (Shopee Group)

- Managed end-to-end brand campaigns across ecommerce, and O2O (online-to-offline), increasing brand investment YoY 20% - 200% from Suntory PepsiCo, Nestlé, TH true MILK, KiotViet, Publicis, WPP
- Collaborated with internal teams (marketing, BD, analytics, tech) and external agencies to align messaging, targeting, and execution across app and social channels

SENIOR ACCOUNT MANAGER

Dec 2020 - Oct 2021

AnyMind Group IMC & Digital Marketing, eCommerce Enabler, D2C company

- Delivered 360° digital and D2C marketing campaigns for 20+ key clients incl. L'Oreal, Nuria, Unicharm, Menarini, RMIT, Huawei, Nova Group, POPS Worldwide, HDBank, Sacombank, MSB, THP, VNG, Wisepass, TH True Milk, NewViet Dairy, ASUS, Vietlott with budgets ranging from \$100K to \$300K
- Worked across internal teams (commerce, creatives, media buying) and with local logistics/fulfillment partners to deliver on-time, full-funnel campaign execution
- Signed 3 Master Agreements and maintained 40% campaign win rate across RFPs.

SENIOR CLIENT PARTNER

Sep 2019 - Dec 2020

Entravision MediaDonuts offers in-house programmatic ads and solutions from exclusive partners like Twitter, Grab, TikTok, Spotify, Tinder, Viber, and LINE.

- Led performance marketing campaigns (CPA, app install, retargeting) across TikTok, Twitter, Spotify, Grab, with budgets ranging from \$10K–\$100K
- Coordinated with regional creative and ad ops teams to localize content and optimize across platforms
- Served 25+ clients in ecommerce, gaming, fintech, and FMCG. Built quarterly business review decks to present KPIs and next-step strategies

ACCOUNT MANAGER

Aug 2017 - Aug 2019

VNG Corporation

- Managed PR, Digital & CRM campaigns on Zalo, Zing, and mobile games, contributing to 40% team target revenue
- Owned project lifecycle for 30+ multi-format campaigns; consistently delivered on time
- Collaborated with in-house product teams to create CRM journeys within Zalo's platform for brands like FE Credit, Vinasoy, HDBank, Sacombank

ACCOUNT LEADER

Apr 2015 - Jun 2017

ACE Advertising Agency

- Oversaw campaign execution for 6–8 key brands including Coca-Cola, Bosch, and GS E&C with budgets of \$30K–\$100K.
- Promoted within 12 months and awarded MVP in 2015 & 2016 for consistently exceeding revenue and delivery KPIs.
- Managed team of 4, improving internal project turnaround time by 25% through workflow optimization.

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ENTREPRENEURSHIP

BUSINESS OWNER

2022 - 2023

Cho Nau Vibes & Silent Beans

- Launched and sold 2 profitable F&B ventures with a focus on customer service and marketing partnership
 - Secured \$25K in investment and led 30-person team.
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EDUCATION & CERTIFICATIONS

- B.A. Finance & International Banking – HCMC University of Banking
 - Strategic Marketing (AIM Academy)
 - eCom Management (PMAX Academy)
 - Data Visualization & Analytics (TM Data School)
 - Public Speaking (EIY Center)
 - Certifications: Google Digital Marketing, TikTok Ads 101, Twitter Flight School, Apple Search Ads, Lazada Marketing Solutions
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LEADERSHIP & IMPACT

- Member, **Women's Empowerment Club (U.S. Consulate HCMC)**
- Organizer, **Salt Cancer Initiative – One Happy Day**
- Founder, **Pawrent Cat Rescue Project**