



Dang Hong Phuc (Finn)

BRAND SPECIALIST

Marketing portfolio: [Please click here](#)

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PROFESSIONAL SUMMARY

I'm Phuc, a brand-driven marketing professional with 6 years of experience managing end to end product and brand campaigns across FMCG, retail, and digital platforms. With a strong foundation in content strategy, consumer engagement, and integrated campaign execution, I focus on building brand relevance and visibility through data-backed decisions.

Most recently, I took full ownership of local marketing for a Japanese retail brand entering Vietnam from new store launches and KOL activations to brand asset localization and consumer facing communications. I work closely with cross functional teams to align execution with brand vision and ensure consistency across touchpoints.

EDUCATION

Performance content

📖 BrandCamp.Asia 📅 2021

Digital product designer (UI/UX)

📖 Keyframe 📅 2021

Bachelor of Software engineering

📖 Huflit University 📅 2015 - 2019

Language

English Full professional proficiency

SKILLS

Core competencies

- Integrated campaign planning
- Content architecture & digital storytelling
- In-store marketing activation
- Content strategy & copywriting
- SEO & digital content optimization
- Social media management
- Project & campaign execution
- Event coordination & onsite logistics
- Cross-functional stakeholder management
- Marketing data analytics

Soft skills

- Detail-oriented, results-driven, cross-functional collaboration, problem solving.

Technicals & tools


- Figma, Canva, Photoshop, CMS, Social Media Tools, Google Analytics 4. Meta Ads

EXPERIENCE

Acting Marketing Lead (unofficial)

 GENDA GiGO Entertainment Vietnam
(subsidiary of GENDA Corp, Japan)




 2024 - Present

- Executed 360° marketing plans for 4 new store openings, ensuring brand consistency through in-store activation, KOL engagement, and localized communication in line with regional brand strategy.
- Collaborated directly with 2 Japanese CEOs to align local execution with brand and business goals.
- Developed bilingual content for web and social (Facebook, TikTok), maintaining unified brand voice across digital touchpoints.
- Managed KOL/KOC relations and production of viral TikTok content (4.5M+ organic views).
- Oversaw grand opening campaigns: promotions, PR, and media seeding with agency and vendor coordination.
- Contributed to brand site development (UX, content localization, sitemap) and monitored performance KPIs for monthly campaigns.


Key achievements:

- Reached 4.5M+ organic TikTok views from KOC collab (no paid ads), drove record breaking store sales, and welcomed 500+ customers on the opening day.
- Boosted 200%+ user participation for in-store promotions (vs target).

Senior Marketing Specialist

 CareerBuilder Vietnam
(Rebranded as CareerViet)



 2021 – 2024

- Develop and manage content for company products (CV builder, apps, events, etc), including creating and executing PR strategies for major HR events like Employer of Choice.
- Recruit, train, and manage a team of interns.
- Produce engaging content and images across digital marketing channels (social media, websites, communities).
- Managed two ad channels with vendors (Cốc Cốc & RTB House), overseeing reporting and customizing ads in collaboration with the vendors.
- Work with agencies to develop and optimize content for advertising and SEO campaigns.
- Support marketing leader in monitoring ad campaign effectiveness using Google Analytics.
- Collaborate with freelancers and manage their monthly payment reports.


Key achievements:

- 2021: Increased organic Facebook reach by 19% through content calendar strategy.
 - 2022: Boosted blog pageviews by 15.5% and produced 200+ articles.
 - 2023: Grew social media reach by 49.6%, with 4.2M reach; produced 165 SEO articles, 60 ranking in Top 10.
- SEO project: Core keyword “tuyển dụng việc làm” reached Top 1 on Google for the recruitment industry.

Copywriter (FMCG)

 Saatchi & Saatchi Vietnam
(Client: Abbott Vietnam)

SAATCHI & SAATCHI

 2019 – 2020

- Crafted compelling copy for various marketing materials (emails, social media, digital ads, website copy), ensuring consistent brand messaging across all channels.
- Conducted market research to integrate industry trends into engaging content, optimizing copy for maximum impact.
- Collaborated with the design team to create visually appealing content, enhancing brand consistency.
- Maintained high content quality through revisions for clarity, conciseness, and effectiveness.

Key achievement: The best engagement content campaign in Asia for Abbott (PediaSure Covid-19 campaign).

Content Writer Freelancer

PROFILE MAN - 2021 (2 months)

Marketing Internship

ITMG Vietnam - 2018 (6 months)

UXMP VIETNAM

(Jul - Nov 2020) Product designer (Outcome: [Please click here](#))

- Attend mentorship meetings and training sessions.
- Participate in design workshops and exercises.
- Assist with UI/UX research and design.
- Collaborate on design projects with mentors and peers.
- Present accomplishments and contribute to Avita, a healthcare mobile app's UI/UX design process.

ONLINE RETAIL EXPERIENCE

(2015 - 2023) Owner, Online clothing store (Link: [Please click here](#))

- Maintained and operated an online men's clothing store on IG with 18,000 followers. (IG: BlueStore.Order)
- Built and maintained customer relationships, processed orders, and provided customer service.