



BACH THANH TOAN

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SUMMARY

Results-driven professional with solid experience in Business Development, Corporate Communications, and Branding. Proven track record in planning and executing market research, brand campaigns, and corporate events to drive business growth and brand visibility. Skilled in managing cross-functional projects, client engagement, and CSR initiatives that enhance corporate reputation and stakeholder trust. Known for a hands-on approach, strong strategic thinking, and the ability to turn insights into impactful actions.

WORK EXPERIENCE

- Japfa Comfeed Vietnam - Trade and Event Marketing Assistant Manager** **Mar 2025 - Present**
 - Manage POSM inventory, production, and in-store display to support branding and sales.
 - Oversee the design and installation of store signage and branded truck tarpaulins.
 - Organize and manage customer visits to the factory, including reception, logistics, and on-site experience.
 - Manage CRM database and customer gifting programs to enhance engagement and loyalty.
 - Develop ideas and execute conferences, seminars, and exhibitions to support marketing objectives.
- Saigontourist Travel - Sale Executive of GIT Sales Dept** **Mar 2023 - Feb 2025**
 - Receive customer requests for tour itineraries.
 - Develop event ideas, concepts, and gift lists.
 - Design artwork aligned with event concept.
 - Review and finalize deliverables for handover and event closure.
- TTi Group - Milwaukee Tools Vietnam** **Mar 2022 - Mar 2023**
 - Organize product launches, store openings, and major yearly promotions.
 - Design store decorations and advertising materials.
 - Handle communications for agent and distributor programs.
 - Monitor progress and coordinate teams to meet deadlines.
 - Manage and produce merchandise and POSM.
- CellphoneS Viet Nam - Trade Marketing Specialist** **Feb 2021 - Apr 2022**
 - Execute in-store marketing materials. Organize store openings, product launches, key promotions.
 - Monitor progress, coordinate teams to meet deadlines.
 - Manage communications: banners, billboards, airport LCDs.
 - Negotiate with partners to ensure cost, timeline, procedures.

EDUCATION

- University of Economics Ho Chi Minh City** **2023 - Present**
 - Marketing
- Saigontourism College** **2016 - 2019**
 - Travel Management

ADDITIONAL INFORMATION

- **Skills:** Microsoft Office, Adobe Photoshop, Adobe Illustrator, Adobe Premiere.
- **Languages:** English, Chinese.