

WORK EXPERIENCE



NGUYEN TRAN TRONG GIANG

EXECUTIVE SUMMARY

Would Like to generate actual value that can be measured in numbers. Make a mark on your work and be suitably evaluated for your skills and labor accomplishments. I'm looking for a dynamic, creative environment. Nothing is impossible.

CONTACT DETAILS

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Dis 4, Ho Chi Minh City

EDUCATION

Nong Lam University - Ho Chi Minh City
Bachelor of Environmental
Management - 2015

CASK Academy - Ho Chi Minh City
The Journey of Brand Building - 2025

ASSISTANT BRAND MANAGER

Trung Nguyen Legend - Ho Chi Minh City | 03.2023 – Present

Main Responsibilities:

- Collaborate with management to develop action plans for marketing programs. Plan, evaluate, and execute digital marketing and social media initiatives.
- Lead the creation of online public relations and advertising campaigns to promote the company's brand and products.
- Develop strategies to implement approved plans, including scheduling, budget allocation, and detailed execution processes.
- Plan and oversee photo shoots for advertising purposes, featuring food products, recipes, and behind-the-scenes content.
- Manage the quantity and distribution of gift items, tent cards, and POSM (Point of Sale Materials) across the store network.
- Implement nationwide GT channel sampling programs for consumers as part of the company's advertising campaigns.
- Coordinate the deployment of POSM and promotional items to the market, ensuring the effective execution of programs.
- Handle public relations and internet advertising campaigns to enhance the company's brand visibility and product promotion.

Achievements:

- Acted as the main PIC for four coffee exhibitions: Cafe Show 2023/2024 and Coffee Expo 2022/2023, including organizing a unique Trung Nguyên workshop and serving complimentary coffee to 1,500 attendees per event.
- Successfully opened 350 new franchise stores within two years.
- Launched new products with revenues exceeding 1,600% of sales targets.

OPERATION RETAIL CONTENT

Shopee - Ho Chi Minh City | 04.2020 – 02.2022

- Main Responsibilities :
- Develop new SKUs, retail product images, and product content to enhance the brand portfolio.
- Collaborate with partner brands to conceptualize and execute ideas for campaign image designs.
- Manage coupon code distribution and implement product promotions with discounts.
- Monitor and maintain inventory for each unique item code, ensuring accuracy and availability.
- Organize products based on partner and brand activities, with a focus on peak e-commerce periods.