



# Tran Ngoc Anh Thu

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## SUMMARY

Brand marketing manager with almost 6 years of international experience in beauty cosmetics and FMCG brands. Proficient in problem-solving, market analysis, and bilingual in Vietnamese and Korean. Proven track record of strategically increasing brand revenue, aligning cross-functional teams, and managing high-pressure situations. Achieved remarkable results, including and over 180% increase in total brand revenue within 3 months and consistently maintaining a 250% average ROAS. Expert in crafting and executing marketing strategies, collaborating with KOLs, and managing high-budget campaigns.

## SKILLS

- Planning Marketing strategy and campaigns
- Market analysis and insights
- Leadership and cross-functional team alignment
- Problem solving and analytical skills

## PROFESSIONAL EXPERIENCE

04/2023– currently

**Marketing Manager**, Hebe VN - HCM, Vietnam - Dasique, Medianswer, Unleashia,, Innergarm & Inclear, Mary&May, Jenny house etc

- Marketing team management and training, report directly to CEOs
- Brand, E-commerce & digital strategy, build & develop tem capabilities
  - Ensured effective allocation and management of marketing budget PnL all brands
  - Dasique official E-commerce launching strategy and oversee, achieving viral success on social media
  - Dasique Saigon Centre pop-up store strategy, oversee and execution, result in high engagement & sales both online and offline
  - Inclear/Innergarm workshop strategy planning and oversee, significantly increase brand awareness
  - Develop strategic promotion for each brand to increase brand awareness and revenue more than 80% each brand
  - All brands strategy planning, guiding and oversee and quick issue solution
  - Ensure VMD, store design adapt with brand guideline
  - Meeting with retails chains such as Guardian, Beauty Box, Watson, Takashiyama, Sociolla for 4 brands
  - Vo Ha Linh 11.11 tiktok super live stream project and Shopee monthly mega livestream to increase revenue and brand awareness

05/2022 – 03/2023

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- Marketing team & Design team management
  - Report directly to Director of Division
  - Plan and adjust marketing strategies
  - Lead, coach and develop team members roles

- Manage and oversee all categories tasks to ensure issues are quickly resolved
- Category marketing & Management / Personal care
  - Planned strategies, promotion, launching plan of new products
  - Planned Marketing ATL, BTL campaign to increase brand awareness, reliability, drive sales clear stock
  - Planned and managed Emart Beauty fair activation of 3 or 4 brands (yearly), achieved 2K engagement
  - Analyzed brand/category performance, conducted market research, competitors, trends, business plans to increase revenue, increase brand awareness, drive sales
  - NPD for Shampoo, body wash, seasonal gift set to get revenue
  - Planned & developed KV of brands for POSM, GE
- Business managed
  - Managed inventory, calculated monthly sales forecast
  - Managed, collected documents for FDA
  - Managed product sublabels

07/2021 – 12/2021

**Global Business Development & Marketing Manager (SEA), COSRX - Seoul, Korea**

- Managing e-commerce operations
  - Managed and operated [Shopee channel](#) in Vietnam.
  - Developed promotions to achieve a 184% sales increase.
  - Used ERP for month-end revenue settlement, revenue management.
  - Analyzed the market, competitors, trends, business plans to increase revenue, increase brand awareness, enhance the reliability of the Mall. Grown 100K followers for the mall in 1 day.
  - Effectively managed inventory and calculated monthly sales forecasts.
- Marketing: VN & SEA
  - Planned and conducted [Influencer](#), [Youtube Marketing \(VN\)](#), [Tiktok Marketing \(SEA\)](#) campaigns.
  - Planned strategies TTL & analyzed advertising data FB, IG, GA, GDN, achieved ROAS over 240%

10/2020 – 07/2021

**Global Business Manager (Viet Nam), Eleven Corporation Co., Ltd. - Seoul, Korea**

- E-Commerce, managed B2C platform operations
  - Conducted registration and sales on the platform.
  - Managed inventory, shipped out, calculated monthly sales forecast, and settled revenue.
  - Managed and dealt with business proposals of 3 big B2B partners
- Marketing
  - Analyzed and strategized TTL based on FB, IG, GA advertising data - ROAS increased by more than 280%
  - Planned Marketing KOLs campaign to increase revenue and brand awareness
  - Investigated, analyzed the market trend.
- Established and managed a Vietnamese legal entity.
- Managed, collected documents and applied for FDA.
- Performed export related work such as writing PO, PL, inventory management, preparing export-related documents.
- Established and managed D2C Shopify website (6 websites for 6 brands)
  - Selected and signed a contract with PG partner.
  - Coordinating schedules, interpreting for IT department between KR and VN
  - Has set up a price list, promotion policy to launch 6 brands.

10/2018 – 09/2020

## **Global Business Development & Marketing (Viet Nam), APR Corporation - Seoul, Korea**

- Successfully Marketed products in Vietnam
  - Selected and signed the exclusive model of the brand – Truc Anh (the main actor of the movie Mat Biec).  
Planned and implemented a Marketing strategy & media plan in cooperation with Truc Anh.
  - Planned marketing plan ATL, TTL for launching new product
  - Searched and cooperated with KOLs with a monthly budget about \$10k - \$15k. Example [link](#), [link](#), [link](#).
  - Developed marketing strategies, managed social media channels, and conducted promotional events, resulting in a ROAS increase of over 250%.
- e-Commerce B2C, D2C management and operation of the brand
  - Registered, registered to sell products on [Tiki](#), [Shopee](#)
  - Planned promo, launching event on Shopee and Tiki, brand's website
  - Managed and operated FB, IG

## **EDUCATION**

2018 - 2020

Soongsil University - Master of Business Administration - MBA, Marketing

Thesis: The Effects of Social Influencers' Image on Vietnamese Consumers' Attitude and Willingness to Pay - Focusing on the Moderating Effects Congruency and Media Engagement

2015 - 2017

Busan University of Foreign Studies - Bachelor's degree, Southeast Asian Studies

2014 - 2015

Cheonbuk National University - International/Global Studies

2012 - 2015

University of Foreign Languages, Hue University - Korean Language and Literature

**Certification: TOPIK 6**