

Hoang Minh Thang

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Education

FPT UNIVERSITY

Business Marketing. GPA [7.5/10]

Ho Chi Minh City, VN

August 2019

- Market Research: *The factors influence to customer satisfaction of CGV Cinema.*
 - Satisfaction about service quality: Case study of FPT University campus HCM.
- Academic projects:
 - Consumer behavior: Small startup project on “Home Cleaning” services.
 - Service Marketing: Organized “Halloween festival” event – a promotion campaign of a startup in manufacturing.

LE KHIET GIFTED HIGH SCHOOL

Biological theme. GPA [7.8/10]

Quang Ngai City, VN

May 2015

- Attended the contest of excellent students “Olympic 30/4” at Le Hong Phong gifted high school.

Ho Chi Minh City
March 2016
- Second prize in the provincial contest of excellent biology students.

Quang Ngai City
November 2015 & 2016
- Second prize in scientific research competition for Quang Ngai Students.

Quang Ngai City
May 2017

EXTERNAL COURSES

- **Secrets of trading system on internet.** Proficient in SEO. Intermediate: Google Trends, Facebook Ads, Google Ads, Google Keyword Planner, UberSuggest.

November 2016
Trainer: Le Huu Thoai
- **Double sales.** Intermediate Software retrieves customer UID, Business Strategies.

May 2017
Trainer: Nguyen Huynh Giao

Experience

TMA SOLUTIONS – TMA INNOVATION CENTER (TIC)

Ho Chi Minh City, Vietnam

Business team – Marketing Team

April 2018 - Present

- Build a B2B marketing team from scratch. Mastering the branding and marketing thinking to convey company values to more than 100 customers from 27 countries worldwide.
- **Online Marketing:**
 - Planning for promotion & digital marketing strategies, managing social networks (Facebook & LinkedIn), websites.
 - Created 15 domain websites (content & UX-UI), review front-end & back-end code for SEO.
 - Increased Facebook fan page interaction by 300% on two months. Collected 44 CV per month for TIC from the social network.
 - Created 10 film editing, 80 graphics editing for activities and product/prototype introduction of TIC.
 - Prepare PR content and cooperate with online newspapers on post advertisements.
 - **Offline Marketing:**
 - Event marketing: Organize and participate in technology events and seminars worldwide.

- POS materials ideas and design: 37 leaflets, 15 brochures, 12 standees, 8 wall posters, portfolio, promotion slide, T-Shirt, etc.
- **Internal Promotion:**
 - Organize competitions and events on music, charity, Toastmasters, training/sharing, etc. to encourage the internal spirit and promote TIC to 2400 TMA employees.
 - Internal activities: established music class, propose ideas, and organize more than 20 extracurricular activities, teambuilding.
 - Write monthly, quarterly, and yearly newsletters for TIC.
 - Organize successful events: 1-day team building trip to Lang Tre for 46 people, Dart competition for 30 people, etc.
- **Market Research:**
 - Provided, collected useful data, 4.0 technology information about market size, ideas, and solutions.
 - Cooperated with Big Data, Blockchain, IoT, and AI/ML team to analyze for internal business ideas quickly and accurately.
- **Training**
 - Conduct training for team: SEO, 4.0 technologies for business, marketing in 4.0, presentation skill,...

NHAT LE MARKETING GIFT COMPANY

Ho Chi Minh City, Vietnam

Co-Founder – Manager

September 2016 – November 2017

Dealt and brought contracts with 200 customers (Samsung V-Nand SSD, RitaVo Furniture, Bo Shop Cosmetic, ChokerClub Shop, Uni Incubator, Uni Deli, etc.).

- In charge of marketing and branding, such as:
 - Plan marketing strategy and determined customer segment.
 - Research supply and demand of customer niche to bring up new customers.
- Build and manage Facebook fan page with 30,000 followers.

Leadership and Activities

LE KHIET GUITAR CLUB – EVENT CLUB

Quang Ngai City, Vietnam

Founder – Manager

January 2013 – June 2015

- Trained 3 music bands for events. Served 200 events in Quang Ngai and Central Vietnam.
- Organized music nights to donate to two local Children's Charity Camps 3 times per year.

MUSIC INSTRUMENT CLASS

Quang Ngai City, Vietnam

Founder – Manager

March 2014 – June 2018

- Taught and guided around 50 students from 5 to 50 years old in Violin, guitar, piano, ukulele instrument.

Skills & Interests

Language:

English: Advanced

Chinese: Fluent

Software: MS; Adobe-Photoshop, Illustrator, After effect, Premiere; FL Studio; Cubase.

Interests: Business ideas, new technologies, software, chess, music instruments, travel.

On News

Quang Ngai News: [Chàng Trai Âm Nhạc](#)

FPT News (Chungta.vn): [Nam sinh ĐH FPT diễn tấu phối bản 'Alone' bằng guitar và violin](#)

FPT-University News: [Gặp gỡ chàng tân sinh viên có khả năng chơi 11 nhạc cụ](#)

Daihoc.fpt.edu: [Chàng Trai Âm Nhạc](#)