



Đỗ Hoàng Minh Phúc



PROFESSIONAL EXPERIENCE

Associate Growth Marketing

MoMo | Mar 2023– Nov 2023

- Built a loyalty program for MoMo's merchants, which **improved the retention rate by 20%**
- Planned and executed the Labeling project that acquired **400 new merchants monthly on average**
- Conducted surveys to find out merchants needs and demand to improve their experience
- Developed communication channels to acquire new merchants and improve merchants' retention
- Planned and executed marketing campaigns, promotional programs that generated **over 800,000 users per month**

Associate Campaign Marketing

Shopee Vietnam | Mar 2022– Nov 2022

- Conducted and executed big campaign plans (double digit/ mid-month/ pay-day campaigns) successfully
- **Increased traffic to app by 10%** on average by spreading campaigns' information (key mechanics, vouchers, deals) through marketing channels
- Planned to utilize platform entry points to improve traffic of users to landing page
- Took responsibility for creative contents of platform assets and site-checking to ensure the best UX/UI
- Directly coordinated with cross-functional teams, strategically managed the exposure of categories to ensure the standardized workflow and excellent results of campaigns
- Analyzed campaign's performance & conducted post-campaign reports, found out key takeaways & proposed key points to improve the performance of next campaigns

Marketing Operation Support

3M Vietnam | Nov 2020– Feb 2022

- Managed master data relating to prices, customers, and promotion schemes and extracted data as requests
- Conducted price and pricing-related analysis and reported to Business teams on promotions/price adjustment's impact
- Supported on building a dashboard that allow business teams to track rebate funds

Digital Marketing Intern

Flamingo | Jul 2020– Oct 2020

- Generated **100 million VND in 3 months** on Shopee by establish sales plans and promotion campaigns
- Analyzed FB ads and Shopee ads data to optimize ads campaign and reduce CPC **by 40%**
- Analyzed keyword volume to identify trending keywords to create contents to rank up a website on google search
- Conducted and executed a content plan for Fanpage and Facebook group

EDUCATION

University of West of England

2016–2020

Bachelor's degree in Business Management

Upper second class division

SKILLS

- Advanced excel
- SEO
- Communication skills
- Task manangement skills
- Problem-solving skills
- Data analysis skills
- Adaptability
- Design tools (PTS, canva, AI)

CERTIFICATION

- Content Marketing
- Google analytic for beginner
- Brand management
- Google Data Analytics Professional Certificate

<https://bit.ly/Dhmpcertificates>

PROJECTS

MKT: <https://bit.ly/phucproject>

Data: bit.ly/dhmpducportfolio