






VO PHUC KHUE

DIGITAL MARKETING EXECUTIVE

INFORMATION

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EDUCATION

HCM UNIVERSITY OF
BANKING

Industry sector: Management
Information Systems (MIS)

- Major: E-Commerce

ACHIEVEMENTS

- Top 3 program [300plus]
E-commerce Volunteers
Recruitment- JCI Vietnam
- Prize for Student of 5 merits
in 2019-2020
- Top 5 Logistics contest 2020
BUH

CERTIFICATE

- Google Data Analytics
Specialization
- Microsoft Office Specialist (MOS)
2019

WORK EXPERIENCE

Ads Operation Executive

@VNG CORPORATION/ZALO | FROM JUN 2022 TO PRESENT

- Receive the brief and conduct media strategy proposals for the sales team to pitch to clients
- Hands-on executing performance campaign (CPL, CPA, CPF, CPC) from A to Z (Set up, run, and optimize campaign) at Zalo's ecosystems: Zalo App, Zing News, Bao Moi, Zing MP3
- Estimate available inventory to serve client's needs
- Deploy reports and analyze data to optimize campaign effectiveness, provide the report to the sales team or manager as requested
- Monitor and coordinate with the tech team/product team (and clients) when there is any issue with the ads.
- Experienced in working with both sides: Brand (Pepsi, Samsung, Unilever, Heneiken, Lazada,..) and Agency: GroupM, Publicis, Dentsu...

Social Media

@RIO VIETNAM TECHNOLOGY JOINT STOCK COMPANY
| FROM JUN 2021 TO MAY 2022

- In-depth understanding of Affiliate Marketing model in the field of Finance - Banking - Fintech
- Design landingpage, run and optimize Facebook Ads to get more new publishers.
- Manage the company's communication activities such as events, webinars, and minigames.
- In charge of informing Publishers about changes in Advertisers offers using channels such as the company's website, email marketing, and social media
- Software used in the work include GA4, Ladipage, WordPess, Sendy (Email Marketing), Figma, Microsoft Office.
- Task management software: Slack, Jira, Confluence

SKILLS

- Good teamwork, research and self-study skills
- Able to work under pressure
- Proficient in office computer (Word, Excel, PowerPoint and Google docs)
- Basic knowledge of programming languages, design languages (HTML, CSS)
- Ability to use tools/software for different purposes:
- Analysis and measurement tools: Power BI, Data Studio, GA4
- Design tools: Figma, Canva, LadiPage
- Good English reading and writing skills

COMPETITION

- National English Olympic Competition for students in 2021
- 2020 Logistics Competition - HUB
- RACE FOR KNOWLEDGE Contest 2020: RETKOMERCO - UEH
- BUSINESS INTELLIGENCE SEASON 5 Competition 2021 - UEL
- [300plus] E-commerce Volunteers Recruitment Program - JCI Vietnam

EXTRACURRICULAR ACTIVITIES

ORGANIZING COMMITTEE @ International Integration Club - IIC

- Head of the organizing committee in Saigon's Youth Got Talent 2020 contest held in an online format for all students in Vietnam.
 - + *Responsible for communication and connection with internal and external partners (clubs, teams, ..)*
- Head of the organizing committee: "International Volunteering - Untold Story 2020" to all students of HCMC UNIVERSITY OF BANKING
 - + *Managing and taking main responsibility for activities in program preparation.*
 - + *External relations with the guests*

HEAD OF PR DEPT@ International Integration Club - IIC

HCM UNIVERSITY OF BANKING | FROM MARCH 2020 TO APRIL 2021

- Responsible for managing and contributing to the club's fanpage development.
- Responsible for communication and external relations with domestic and foreign partners

OFFICIAL DELEGATES @ AIESEC - World's Largest Lesson 2019

AIESEC IN VIETNAM | FROM AUGUST 2020 TO OCTOBER 2020

- The World's Largest Lesson 2019 (WLL) was first held by AIESEC in Vietnam to bring 17 sustainable development goals closer to young people.

() Achievements: Bringing 17 goals closer to more than 2000 students in 5 volunteer classes and 2 high schools.*

ORGANIZING COMMITTEE @ Voluntary blood donation

HCM UNIVERSITY OF BANKING | FROM MARCH 2020 TO APRIL 2020

- Supporting the cooperation between Banking University and Cho Ray Hospital at the annual Voluntary Blood Donation event at HCMC of Banking University