

LE NGUYEN THAO NGOC

Marketing Team Leader

A: Binh Thanh District, HCMC

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PERSONAL STATEMENT

I am a smart, flexible and dynamic person. After more than three years working for a startup company - OFOOD Trading & Service Ltd.Co in Food & Beverage industry, I have gained a great deal of knowledge and experience in marketing field. In particular, I am good at team management in order to achieve company's sales targets. As a fast learner, I would adapt quickly in the new environment. Additionally, I am able to handle multitasks in the harsh environment in order to achieve goals with tight deadline.

I aim to become a seasoned marketing manager in the next 5 years and therefore, I am looking for marketing job opportunities as team leader/managerial positions in F&B/Retail/Restaurant industries to cultivate my skill set and expand my network.

EMPLOYMENT HISTORY

09/2015 – 12/2018: OFOOD Trading & Service Ltd.Co

The company specializes in trading many restaurant chains of fusion concepts, including grilled chicken chain with sauce named Gà Nướng Ô Ô O, and dipping beef sauce and dip hotpot concept named Bò-lẻ-rổ. The company owns more than 20 stores in Saigon & Hanoi.

03/2016 – 12/2018: Marketing Team Leader

Develop and implement marketing activities for brands: Gà Nướng Ô Ô O, Bò-lẻ-rổ

- Develop marketing plan, execute and evaluate all marketing activities for 2 brands, including online marketing and offline marketing.
- In charge of marketing planning and annual budget management for brands.
- Follow up market trends: collect data of the market, customers and competitors, conduct data analysis to recognize the new trends, new taste from the market in order to adjust marketing strategy.
- Build up good relationship with key customers, communication partners and influencers in the F&B field (GrabFood, Foody.vn, Adayroi, Food Blogger, ect)
- Take responsibility to execute all branding campaigns, cross-marketing campaign with key partners, promotion campaigns and strategies to increase sales for 2 brands.
- Lead internal marketing team to achieve all marketing targets.
- Follow, evaluate, measure the value of 2 brands on the market.
- Manage the quality of all marketing products (POSM, advertising, content, designs, ...) made by the team.
- Being project leaders for all cross-functional projects related to opening and launching of new stores and new menu.
- Conduct marketing reports and analysis to CEO & Business Development Director.

09/2015 – 02/2016: Marketing Assistant to CEO

- Support CEO in innovation process and analysis report.

- Work closely between key customers, communication partners and influencers in the F&B field.
- Collect competitor information and activities in the market.
- Direct marketing management and execution.
- Support marketing team in implementing promotion programs.
- Manage all documents (input and output) and marketing stock.
- Conduct periodical reports to CEO.

CORE COMPETENCIES

- Leadership and management skills
- Time management and crisis management skills
- Strategic planning on marketing & communication
- Track the progress and coordinate the work as planned

CERTIFICATIONS

03 – 05/2019

Brand Managment Excellence - AIM Academy

05/2018

Enhance Customer Experience & Boost Profitability

Tran Dinh Cuu Consulting Company Limited

06 – 09/2015

Social Media Trainee – Xanh Marketing

10/2013 – 05/2014

Project Volunteer Green Hours by Green Talk –

UNESCO-CEP

ATTITUDE

- Responsible in work
- Logical thinking and creative
- Positive attitude when faced with criticism
- Eager to learn and never afraid of difficulties

EDUCATION

09/2011 – 07/2015

Van Lang University

PR & Communications Bachelor