



# Hello! I'm **Trần Nguyễn Hoàng Bảo**, A Junior Planner seeking new challenges! >

## ABOUT ME

I'm a young marketer who has been generating interesting experience in the strategy field across brand and communications within 2.5 years, and now wants to explore getting into planning. My goal in the next 3 years is to constantly learn and develop myself in the strategic planning fields at agency.

**Bao's 3 core values:** Integrity - Lifelong Learning - Courage

## WORK SKILL-SET



### Communication Planning

Junior level. Short-term (<1 year) communication planning, from communication strategy to channel distribution and tactic.



### Digital Channels

2 years experiences in planning and optimizing. Expertise in Paid Ads (Google & Facebook) and Social Media.



### Strategic Branding

Junior. Good at brand positioning and brand identity direction.

## WORK EXPERIENCE

Dec 2019  
Sep 2020

### Planner | Junior Brand Strategist uForce Branding Agency | Da Nang

uForce is an agency that focusing on building strong brands from strategy to identity then spreading it by brand communication. I had the opportunity to evaluate business models and design brand strategies to leverage clients's businesses. As a planner, I also work on communications plans and brand marketing plans for SMEs and local NGOs projects.

Mar 2019  
Sep 2019

### Communications Specialist Target Global English Academy | 6 months project | The Philippines

Responsible for the entire content of the company's media publications. Managed four main communication channels of the company (Website, Instagram, Facebook, Google SEO Maps). Facebook Rank reached 81 points. The growth rate of two social network channels in 60 days was 32% (Source: SMCC.vn).

Aug 2018  
Mar 2019

**Marketing Lead**  
**Amomi Co.Ltd | Danang City**

Marketing & communications management for two brands in Da Nang: Xeo Restaurant Chain, R&B Tea Danang. My job was to manage an in-house Marketing team of 5 members in charge for R&D, Media, Digital Marketing. Responsible from product to media publications. Responsible for sales and media channels, managed agencies and production houses for events and TVCs.

Jul 2017  
Jul 2018

**Marketing Specialist**  
**OCEAN English Center | Quang Nam**

I was in charge of building the brand identity and Brand Positioning for 2 branches. Build a simple procedures for sales. My job included managing the contents on Facebook Page, etc. I also created and applied a simple, effective procedure in sales. As a result, OCEAN became top 1 English Center in Tam Ky city - Quang Nam based on number of students.

## BACKGROUND AND CERTIFICATION

In over 2.5 years of pursuing professional marketing, I have accumulated a lot of knowledge and experience in terms of Marketing and Management.

1	<b>Project Management</b>	Project Management Certification 35 Professional Development Units Accredited by PMI®	University Of California, Irvine
2	<b>Digital Marketing</b>	Google Marketing Platform Certificated on: 1. Google Analytics Individual 2. Search Ads Advanced Certification 3. Display Ads Certification  Technical SEO Certification	Google Partners Academy  SEMrush Academy
3	<b>Brand Management</b>	Branding Basic Course  Marketing&Branding Course	PhD. Hoang Phuong - CFVG  Plato Branding Academy
4	<b>English Skill</b>	IELTS® Overall 5.5	IELTS - IDP VietNam

## PROUDLY WORKED WITH PROJECTS FROM



## CONTACT INFORMATION

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