

EXPERIENCE




TRINH DO


ABOUT ME

With 5 years experiences in strategic planning and executing social campaigns, I can bring valuable insights and contribute effective marketing plan to drive a brand growth

I am seeking a Senior Account Executive position where my skills can be leveraged to achieve marketing objective

INFORMATION

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 037 434 1599

 Distric 8, HCM

 1997

SKILL

Social media (Facebook, TikTok)

Communication skill

English (TOIEC 660)

Adobe (Photoshop, Illustrator)

Teamwork

Management project

Microsoft Office

EDUCATION

University of Economic Ho Chi Minh

2015 - 2019

Bachelor of International Bussiness

PUBLICIS GROUPE (MSL)

Account Executive

06/2021 – 5/2024

CLIENTS:

Skincare & beauty: Kiehl's Vietnam, Lancôme Vietnam

FMCG: Rong Do (URC); X-Men; X-Men For Boss; LASHE Superfood, Ôliv, Purité

ACHIEVEMENT:

- Created #Kiehl'sCalenduraGlow TikTok challenge dance: **300M views in 1st week** and **ranked #2 in South East Asia** across all markets in 2021. The Regional team provided all assets and materials, and I collaborated with the Planner and Creative teams to research and adapt ideas to suit the local market. At this time, TikTok was a new platform, so I maintained daily communication with TikTok and the Media team to review assets, set up ads, and build HCT page.
- Increased the Rong Do awareness to GenZ by establishing Rong Do official Tiktok account and creating HTC #TôChâtRiêng in 2022. I collaborated with the Social team to develop a plan for building the Rong Do TikTok account through HTC and Social Outreach. In this campaign, we introduced a new in-feed ads format with a Popup icon. I worked closely with the Brand, TikTok, and Media teams to understand this format and brainstormed with the Creative team to develop the assets. The results:
 - Reaching **1,100M views** and **340,1K video** creation with #ToChatRiêng challenge
 - RongDo Official Tiktok account: **30M Followers, 32M Like**

MEDIA PROJECTS EXECUTED: SMC posts in Facebook and Instagram; TikTok videos; TikTok Hashtag Challenge; Facebook Minigames; Assets for E-commerce CPAS

- Worked with clients and the internal team to execute and optimize the media plans (Strategy, Creative/Content/Design, Media, Communication, Simple activation)
- Managed the budget for total campaigns with effectively spends
- Ensured the timely and successful key delivery of campaigns, meeting the client expectations and deadlines
- Coordinated with the Planner team to research competitors, and topics trending on social. Developed Social AWO campaign X-Men strategies to positioning brands effectively targeting to GenZ (Built social always on content for X-Men fanpage to increase **reach +21,6%, visit +118,5%, +2K user likes in Jul-Oct 2022**)
- For Collaborated with the Media team to obtain and quality-check materials, ensuring following the material requests and the platform's safe zone guidelines
- Managed communication on media platforms to maintain positive interactions
- Developed and implemented minigames on social media platforms to increase brand awareness and user's engagement (**Purité fanpage: reach +60,1%, visit +217,6% | Ôliv fanpage: reach +241,3%, visit +551,3%, +258 users like**)
- Handled paperwork tasks including processing contracts, quotations, and liquidation projects.

STARCOM

Account PR Executive

07/2019 – 03/2021

CLIENT: Samsung (TV & AD)

- Analyzed the effectiveness and relevance of various newspapers to develop strategic PR booking plans.
- Managed project timeline strictly under client's budget
- Worked directly with vendors (VCC, FPT, VNG,...) and newspapers to book articles and solve issues about content and words in article
- Supported performance team to manage and optimize Facebook SMC posts to gain the highest performance.

LOTTE VIETNAM

Merchandising Intern

07/2018 – 09/2018

- Contacted and negotiated with sellers to make contracts
- Checked the order's ID and resolve problems
- Write copy and edit image to upload on Ecom website