

HUỲNH LÊ NHẬT QUANG

MARKETING DIRECTOR

EDUCATION

04/ /2013

FPT APTECH

Major: Information Technology

Bachelor's degree – Classification: Excellent

ABOUT ME

My strength is management and optimization.

With more than 6 years experience in Sales and 5 years in Marketing, I am strong in understanding psychology and analyzing customer, optimize advertising costs, analyze data, advise on business strategy and deal with social media crisis.

With more than 4 years experience as a manager, I know how to train and optimize human resources and spread positive energy to other staff when working together.

Negotiating and persuading customers and partners are also some of my strength.

In addition, I have knowledge about human resource management, sales, legal, spa, FnB and crypto advertising.

KỸ NĂNG

Management & Training
Advisors

Data analysis & Processing
Planning & Development Strategy
Digital Marketing & Events

EXPERIENCE

11/2019 - Now

PHÒNG KHÁM CHUYÊN KHOA DA LIỄU DOCTOR SCAR
Director

- Play a role as Marketing Manager: Build, manage and training marketing team, create plans for campaigns to attract customer, review media before running the program
- In charge of legal matters of the clinic.
- Analyze and process data, to measure business performance of the clinic. Supervising business, advising superiors on business strategy and company development activities
- Evaluate KPI of all staff and other task related to HR team

ACHIEVEMENT: Collect committed data and transfer to the sale department.



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03 2019

CÔNG TY TƯ VẤN DU HỌC Á ÂU

NHÀ HÀNG QUÁ NGON

TRUNG TÂM HỘI NGHỊ TIỆC CƯỚI THE PALACE VẠN LỘC PHÁT

NHÀ HÀNG VỰA HẢI SẢN VẠN LỘC PHÁT

KỶ DUYÊN BEAUTY

Marketing Manager

- Manage the company's communication channels: Fanpage, website ...
- Budgeting for media campaigns, forecasting costs and revenue by month, quarter, year.
- Analyze and research target customers with each product of the company.
- PR, branding and conversion optimization.
- Make a PR plan for each project.
- Attend conferences, events organized by the Embassy ... to update more knowledge of studying abroad, professions.
- Meet and maintain relationships with customers and partners to seek more new opportunities.
- Report to superiors on expenditure indicators, achieved or unsatisfactory sales and solutions.

Achievement: Always achieve the KPIs and sales.

06 2019

CÔNG TY TNHH TIẾP THỊ SỐ

CÔNG TY DỊCH VỤ BẢO AN GIA

CÔNG TY TNHH TRUYỀN THÔNG MƠ ĐI

CÔNG TY LABO ROUGE DENTAL LAB

Marketing Manager

- Planning and implementing Marketing campaigns on both Online and Offline channels
- Determine the budget of each campaign and estimate costs and revenue by month, quarter, and year.
- Analyze and research target customers for each project.
- Manage the company's communication channels: Fanpage, website...
- PR, branding and conversion optimization.
- DOPTV: Planning PR for young actors.
- Bao An Gia: Building a management model, coordinating employees and operating the company.
- Develop and implement lab plan in Cambodia & Australia market.
- Attend conferences, events organized by YANTV... to update knowledge; Meeting and maintaining relationships with customers and partners.
- Report the relevant indicators to the superior and give the remedial plan (if not achieved).

Achievement:

- Vikky Project: Successful ICO 500 ETH.
- Fidex Project: Successful ICO 1800 ETH.
- Successful PR name of young actors DOPTV.
- Success in the management and coordination model of Bao An Gia employees.
- Successfully implemented the plan of dental lab in Cambodia and Australia market.



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01 [REDACTED] 2018

PHÒNG KHÁM ĐA KHOA MAYO
Facebook Marketing Supervisor

- Build a social network system associated with websites and run Facebook Ads.
- Receive the marketing target from top manager, create, follow marketing plan and process
- Planning and implementing promotional programs.
- Measure campaign effectiveness across promotion channels with planned budget.
- Monitor marketing activities, marketing campaigns as well as implement effective campaigns.
- Evaluate and analyze customer data via database, customer files/information obtained from online channels.
- Competitor analysis.
- Reporting on Marketing and Sales results.
- PR & Branding for clinic, brand.
- Manage the team, assign work and tasks, deploy and give target numbers for the team to complete.

Achievement:

- Absolute conversion rate.
- Increase sales from Marketing campaigns.
- Build a social network system associated with websites and run Facebook Ads.
- Plan and execute promotions.

04/[REDACTED]/2018

CÔNG TY TNHH ELENA BEAUTY
CÔNG TY TNHH THANH VÂN SPA
CÔNG TY TNHH CLOUD BEAUTY
Marketing Manager

- Manage the company's Channel: Fanpage, Website.
- Making Marketing plans, implementing plans for the Team such as promotions, programs for products, new products/services..., track metrics from campaigns to evaluate campaign effectiveness and optimization.
- Planning PR, Branding to increase brand awareness to target customers.
- Competitor analysis; Analyze and research customer data, sales and market data to uncover opportunities.
- Proposing business activities, business and marketing strategies to achieve business goals and objectives.
- Customer service strategy, after-sales policy.
- Manage and orient sales goals, product/service images for employees.

Achievement:

- Increase sales for the company.
- Increase conversion rates, from traffic to leads, from leads to customers.
- Accomplish Marketing Goals.



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01 2017

CÔNG TY CỔ PHẦN BẤT ĐỘNG SẢN TRẦN ANH SÀI GÒN
Deputy Sale Manager

- Make business plans and key programs to attract customers.
- Optimize the customer sales process.
- Identify the potential market, as well as update the fluctuations of the real estate market. Updating new products and competitors.
- Find customers from MKT channels. Consulting and building good relationships with customers. Closing the sale and purchase contract and Post-transaction care.
- Team management, training and work allocation as well as business goal orientation for employees.
- Report business results and expenses to the Board of Directors.
- Learn and improve knowledge and experience from superiors.

Achievement:

- Achievement in sales and team management.
- Accomplish the business goals assigned by the Board of Directors.

07 2015

CÔNG TY TNHH TVPT HẢI ĐĂNG LAND
Sale Manager

- Make business plan, allocate and divide tasks and goals for each team.
- Launch campaigns, boost sales, promote, increase sales.
- Identify the potential market as well as the fluctuations of the real estate market to have appropriate strategies.
- New product updates and competitor research.
- Find customers. Consulting and creating good relationships with customers, closing sales and taking care of the transaction.
- Team management, training skills, experience, customer psychology and work allocation and goal orientation business for employees.
- Report business results and expenses to the Board of Directors.
- Learn and improve your knowledge of the real estate industry.

Achievement:

- Best seller.
- Best manager.



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