



MINH TRAN NGUYEN

DIGITAL & GROWTH MARKETING

PHONE

091 111 151

E-MAIL

minh@minhtrannguyen.com

The impact of technology on marketing and communication is immeasurable, witnessed through a decade of experience in digital marketing in Vietnam. A diverse background in corporate and agency roles has honed skills in branding and strategy, utilizing these tools to create successful outcomes.

SKILLS

Marketing Strategies

Digital Media Performance

User Acquisition

Analytical thinking

Problem Solving

EDUCATION

2009 - 2012

Intermediate Professional Education
at Ton Duc Thang University

Informatic Technology

REFERENCES

Tran Quynh Hoa
exCMO KiotViet

Na Dai Kang
exCEO XLE Group

For reference contact information,
please ask me!

LANGUAGE

Vietnamese
English

WORK EXPERIENCE

GoodFood Co. Ltd - Food Distribution | Oct 2023 - April 2024

Digital Marketing Manager

- Overseeing the overall digital marketing strategy, developing, implementing, tracking, and optimizing digital marketing campaigns to ensure digital growth for B2B.
- Support the online retail team to optimize the e-commerce platform, set up internal and external advertising as well as deploy Martech tool/platform to operate retail activities.

KiotViet - Software Technology | Oct 2022 - April 2023

Growth Marketing Manager | Digital Performance & Community

- Generate leads through media performance and product awareness to promote product growth.
- Create and oversee a digital marketing strategy that promotes brand love, brand positioning, and brand community.
- Work alongside the brand team to develop an all-encompassing communication plan for the products.

Remote Worker - Covid Pandemic | Jul 2021 - Aug 2022

Head of Game Marketing VN - 8vers Studio | Gamefi & blockchain technology

- This role entails overseeing all marketing activities for our game products, including user growth, community building, and strategic cooperation with game publishing partners.

Content Licensed Manager VN - Video Intelligence AG | Adnetwork

- Establish a repository of resources for the network.
- Link content publishers with our advertising network.

XLE Group | Sport & Entertainment | Jul 2019 - Feb 2021

Digital Manager | Head of Digital

- Oversee digital media operations, sports merchandise sales, and development of new digital products for the sports platforms within the group.
- Utilize measurement tools and resources to improve proficiency.
- Offer expertise in metrics and support to another department, including training staff in performance management processes.
- Work collaboratively with media partners like Shopee, Tiktok, VTVcab, FPT & NBA to build valuable relationships.

ACHIEVEMENTS

2022:

- The first Gamefi showreel at SeaGames (Esport)

2020:

- Vietnam basketball's first medal campaign at the Seagames.
- The first social application for the Vietnamese student sports festival - VUG Running.
- The Official Platform Online Streaming for NBA & VBA Games.

2019:

- Saigon Heat Stories & Historical winner at VBA

2018:

- Diana Thematic Campaign with avg. 25,000 visitors for 2 concerts.
- Đầm Lầy - One of the first fictional characters to [REDACTED] on social networks

2017:

- Yamaha Motors's most popular product launch of the year.

2014:

- Castrol World Cup - The project created the most social buzz on social networks.

WORK EXPERIENCE

In addition, I also have more than 7 years of experience working at creative and digital agencies. Deploying many creative projects on social networking platforms, integrated media events and digital advertising.

Dentsu One | May 2018 - Jun 2019

Social Manager | Digital Strategis

- Digital media planning for clients.
- Manage online operations and advise clients on integrated communications

DNA Experience Consulting | Mar 2016 - Apr 2018

Social Platform Manager

- Media & Social Planner
- Manage KOLs & influencers marketing
- Create and manage Google AdWords, Facebook Advertising
- Measure and report the performance of digital marketing campaigns
- Identify social trends, Social Communications
- R&D social Platform - tools

DSquare| Oct 2013 - Aug 2015

Community | Sr Social Media

- Social Media Plan & execute
- Coordinate the implementation of integrated communication campaigns
- Manage and develop influencer campaigns
- Management Media Booking (Adwords, Display Ads, PR)

Notch JSC| Nov 2011 - Aug 2013

Social Media Specialist

- Management Media Booking (Adwords, Display Ads, PR)
- Content management (Web - Forums - fanpage)
- Research and development of social media plan.
- Management for client's event.