

RESUMÉ

PERSONAL DATA

Name :
Gender :
Marital Status :
Cell phone :
E-mail :



KEY SKILLS/QUALIFICATIONS

More than 25 years years working in Business and Marketing Management in many industries such as: education, technology, software, internet service,... in both of B2B and B2C. Based on various skills and experiences, I'm looking for and really want to work in a dynamic, youthful, creative, honest environment where I can contribute my knowledges, skills and experiences for company's growth

Good understanding and experiences in Corporate Strategic Planning, Marketing Strategic Planing, Business and Marketing Management.

- Corporate strategic planning, growth strategy management.
- Business Management, Budgeting and Cost Management.
- Strategic marketing planning and management, brand platform, brand identity and strategic brand management
- Strategic communication planning and management
- Market research/analysis, competitive analysis.
- Customer service/retention

Good understanding and knowledge in Interactive Marketing management

- Interactive Marketing: Digital Marketing/Advertising/Direct Marketing/Social Media Marketing
- Search Engine Marketing: PPC, SEO, SMO
- B2B/B2C online marketing solution.
- CRM – Customer Relationship Management solution for SME
- E-commerce solution for SME

Good understanding and knowledge in Computer Science, Software, Programming Language, Web Technology

- Experiences on the consulting for the solution of B2B/B2C website, web-based software, web-based solutions,...
- Good knowledge on the e-Commerce, e-Marketing
- Layout and build the interactive website, the CMS, Blog, Forum, Online Help desk, Social Media,...
- Knowledge in computer and software structure, programming language such as C#, C++, HTML5, PHP, MySQL, Apache

Experiences:

- More than 15 years experiences in Business Management and Growth strategy, more than 25 years experiences in Marketing Management in many industry such as: education, publishing, software, technology, internet service, entertainment with both of B2B and B2C products and services.
- Experiences in Marketing Strategic Planning and management in publishing and education industry. Directly build and manage national level promotional plan, communication plan with more than 350 events across Vietnam, Thailand, Singapore and Cambodia to promote group's educational solution.
- Experience in working and collaboration with international and local firms and companies in many different industries: *Microsoft, Oracle, Motorola, Kaspersky, Hard Dollar, Blackboard Inc, BIDV, Vietcombank, ACB, HDBank, OCB, Vietnam Airline, Forbes Vietnam, Shinhan Bank, UOB, NavisCapital, HSBC*
- Experiences in interactive marketing strategic planning, directly involved as the digital marketing solution provider in many marketing campaign for the worldwide and nationwide companies such as: *Microsoft, Motorola, P&G, Colgate, Suzuki, Remy Martin, Dutch Lady, Vinamilk, Sacombank, Mercedes,...*
- Experience in working with major national educational management organizations such as the Ministry of Education and Training, Department of Education and Training in implementing educational solutions, growth strategy for public and private school system.
- y advise and build brand platform, brand identity system for many brands and iaries: *DTP Education Group, DTP Online JSC, DTP Investment JSC, Total Education Solution (Thailand, Cambodia), Education Publishing (Singapore), Brilliant Chip JSC, MobiVi, iCare, BIFI JSC, Embassy Education Group and 17 other subsidiaries.*
- ood relationship with famous press, me dia cross nation wide.

CAREER SUMMARY

Name of Company	Position	Period
Embassy Education Corporation (Ho Chi Minh City)	Chief Growth Officer Strategy Committee Member	06/2019 - present
Dai Truong Phat Education Group (Ho Chi Minh City)	Chief Marketing Officer Strategy Committee Member	10/2015-07/2019
Victoria Education and Training JSC (Hanoi City)	Deputy Director of Strategy Committee Director of Business Growth Division	06/2018-07/2019
HPB Group (Ho Chi Minh City - Vietnam)	Co-Founder Executive Director	03/2014 - 10/2015
BIFI Joint Stock Company Ho Chi Minh City - Vietnam	Role: Branding Advisor (Freelancing Project)	10/2013 - 05/2014
Viet Phu Payment Services Support Corporation Ho Chi Minh City - Vietnam	Director of Marketing	10/2012 - 05/2013
KPMS (Ho Chi Minh City - Vietnam)	Role: Marketing Director (Freelancing Project)	05/2012-10/2012
Nam Lee Studio Ho Chi Minh City - Vietnam	Founder/Director	08/2009-06/2012
Masso Group Ho Chi Minh City - Vietnam	Digital Marketing Director Technical Director	04/2007 - 10/2009

Online Solution Company <i>Hanoi - Vietnam</i>	Deputy CEO Head of Hanoi Branch Office	03/2005 - 03/2007
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EDUCATION BACKGROUND

- Certificate European of the Webmaster Professional at **Europeen Institute des Ressources Informatiques** - ETS, Paris - France, 2004-2006.
- Certificate of Language and Civilisation at **Sorbonne IV University** – Paris – France, 2003
- Bachelor of Business Administration on Marketing Management, **University of Commerce**, Hanoi, Vietnam, 1997 - 2001

OTHER TRAINING

- 2016-2018: E-Learning - Business Model and Marketing Management: Trained by Blackboard Inc, USA
- 2012-2013: Balance Score Card and Strategic Planning: Trained by Management System Consulting Corp USA
- 2003-2004: The intensive French Course at the Sorbonne University Paris 4 and the Alliance Francais, Paris, France
- 2001-2002: The English Course at the London Education Center, Hanoi - Vietnam

EMPLOYMENT HISTORY

Embassy Education Corporation
Ho Chi Minh city - Vietnam

**Position: Chief Growth Officer
Strategy Committee Member**
Period: From 06/2019 to present

- *Member of Strategy Committee to develop group's growth strategies.*
- *Manage all Sales, Business Development, Marketing, Operation and Product Development duties of Education division including more than 17 brands with more than 300 bil VND of revenue target.*
- *Directly formulate strategic plans for the entire Education division for the period from 2020-2022.*
- *Directly connect with educational partners such as Ministry of Education and Training, Department of Education and Training, Ministry of Labor and Social Affair to participate in events related to the field of operation of each brand.*
- *Directly working and networking and maintain relationship with private educational group cross nationwide and world wide: Reggio Children, North London Collegiate School, UAL, Nguyen Hoang Group (NHG), Khoi Nguyen Group (KNE) and many others.*
- *Directly working and networking and maintain relationship with the press/media cross nationwide and worldwide: Forbes, Economic Times, Business Insider, VTV, HTV, Tuổi Trẻ, Thanh Niên,....*
- *Directly work, negotiate and establish strategic partner ship with the big corps such as Navis Capital, VIG, Shinhan Bank, UOB, Forbes Vietnam, HSBC.*

- *Directly guide the Marketing Directors/Managers, Brand managers in the Education division to build marketing strategical and tactical campaigns to achieve the goals monthly, quarterly and yearly.*
- *Directly participate in coordinating the implementation of Marketing campaigns for each specific brand.*
- *Participate in training Head of BUs, General Director on building a strategic plan, business plan, building B2B business strategy, promotional campaign.*
- *Directly build and manage growth strategies and strategical and tactical plan for all 17 brands in the Education division.*
- *Assist President in the fields of growth strategy for Education sectors of the Group.*

Dai Truong Phat (DTP) Education Group
Ho Chi Minh city - Vietnam

**Position: Chief Marketing Officer
Strategy Committee Member**
Period: From 10/2015 to 07/2019

Main responsibilities included:

- *Member of Strategy Committee to develop group's growth strategies.*
- *Development and implementation of the Marketing strategic plan and Branding strategic plan.*
- *Developing marketing strategies for new and existing products. Developing and delivering marketing and communications strategies for the organisation.*
- *Participate in growth strategy planning of the Group, assist CEO and the board of management on all business management affairs*
- *Work closely with product management team in 5 branch office cross nationwide and 2 overseas branch office and to hold cross nationwide promotional plan with more than 350 seminars.*
- *Collaborate directly with international partner, publisher to promote their product and services in Vietnam market*
- *Overseeing implementation of Marketing strategies - including promotional campaigns, events, digital marketing, and communication, public relation,...*
- *Work closely and maintain relationship with medias cross nationwide and have good relationship with many famous medias.*
- *Working closely with the company's Sales team cross nationwide; enabling them to meet their commercial objectives by providing them with appropriate tools, materials and presentations*

Victoria Education and Training JSC
Hanoi - Vietnam

**Position: Deputy Director of Strategy Committee
Director of Business Growth Division**
Period: From 06/2018 to 07/2019

Main responsibilities included:

- *Building and managing the company's growth strategies.*
- *Building and managing growth strategies for each subsidiary of the Group.*
- *Assist Chairman on growth strategy management of the entire ecosystem.*
- *Assist Chairman of BOM and the BOD on product development strategies.*
- *Directly coaching on strategies development and manage the implementation of Marketing strategies of all companies in the ecosystem.*
- *Co-chair the Board of Directors and the Board of Management to work with foreign partners such as Macmillan Publishing House, Cengage Publishing House, National Geographic, Pearson, Literacy Planet, Cambridge, .. and major domestic partners such as Ministry of Education and Training, Department of Education and Training in many provinces cross nationwide.*

HPB Group
Ho Chi Minh city - Vietnam

**Position: Co- Founder
Executive Director**
Period: From 03/2014 to 10/2015

Main responsibilities included:

- *Built concept, operate and implement an Online Real Estate Trading Floor.*
- *Built up Growth Strategy and Business Plan to promote it as a new brand of Group.*
- *Participate with the Board of Directors in developing a vision and strategic plan to guide the organization. Identify, assess, and inform the Board of Directors of internal and external issues that affect the organization.*
- *Develop branding plan included brand platform and identity for Group and subsidiaries. Develop operational plan which incorporates goals and objectives that work towards the strategic direction.*
- *Act as an assistance to the Board of Director on all aspects of the organization's activities.*
- *Oversee the efficient and effective day-to-day operation of the organization. Draft policies for the approval of the Board and prepare procedures to implement the organizational policies.*
- *Oversee the planning, implementation and evaluation of the organization's programs and services.*
- *Determine staffing requirements for organizational management and program delivery. Oversee the implementation of the human resources policies, procedures and practices including the development of job description for all staff.*
- *Implement a performance management process for all staff which includes monitoring the performance of staff on an on-going basis and conducting an annual performance review.*

- *Work with staff and the Board (Finance Committee) to prepare a comprehensive budget. Work with the Board to secure adequate funding for the operation of the organization*

BIFI Joint Stock Company*Ho Chi Minh city - Vietnam***Role: Branding Advisor (Freelancing project)***Period: From 10/2013 to 05/2014*

Main responsibilities included:

- *Directly build rebranding plan and coordinate with management team to carry out the project*
- *Brand analysing (Brand awareness, brand image and brand attributes).*
- *Product analysing.*
- *Market analysing (market and competitive analysing).*
- *Brand positioning and brand platform building.*
- *Coordinate with creative agency to build CI.*
- *Develop brand communication plan.*

Viet Phu Payment Services Support Corporation*Ho Chi Minh city - Vietnam***Position: Marketing Director
Strategy Committee Member***Period: From 10/2012 to 05/2013*

Main responsibilities included:

- *Member of core management team to build business strategic plan for business model transformation for Nationwide Distribution System (NDS).*
- *Marketing strategic and tactic planning for all BUs for 2013-2014.*
- *Rebranding: Rebuild brand platform and develop new brand identity system& strategic brand development.*
- *Collaborate with business partner such as: BIDV, HDBank, Liberty Insurance, Vietnam Airline, JetStar, Red Cross, AmCham... to build marketing campaign to promote company brand.*
- *Restructure Marketing Department, Directly involve with staff to build and execution social marketing campaigns.*

KPMS*Ho Chi Minh city - Vietnam***Role: Marketing Director (Freelancing project)***Period: From 05/2012 to 10/2012*



Main responsibilities included:

- *Restructure and rebuilt Marketing Department.*
- *Strategic planning: Marketing Plan for the 2012 (IMC plan), Business Plan 2012.*
- *Build up the brand identity system for company and the product. Restructure and develop Sales Kit ure, leaflet, presentation, company profile, company credential, company the other documents.*
- *any's brand and build up branding strategy for longterm.*
- *Work and collaborate with the world-wide abroad partner such as: Oracle, Archibus, Hard Dollar, QA Software on the marketing activities in 2012.*

- Collaborate with Oracle, Hard Dollar, Archibus to build training courses for the big clients in Vietnam such as: VietsoPetro, PVGas, BTA, Bitexco, Saccombank,...
- Joined the Sales & Marketing training course with partner directly and through the internet.
- Directly work and collaborate with marketing agency and supplier to produce the items in brand identity system and POSM.
- Involve in the management activities of company and develop the business plan for the next year
- Develop marketing plan and estimated marketing budget for the next year.
- Propose the management ideas, solution for BOD.

Nam Lee Studio*Ho Chi Minh city - Vietnam***Position: Founder/Director***Period: From 08/2009 to 06/2012*

Main responsibilities included:

- Develop concept and coordinate with the photographers, stylist, make up artists, models to realize the projects of advertising photography, fashion photography.
- Directly  online marketing activities: SEM, banner ads, mass emailing.
- Website  is the first two position in Top 10 Google.

Masso Group*Ho Chi Minh City - Vietnam***Position: Digital Marketing Director
Technical Director***Period: From 04/2007 to 10/2009*

Main responsibilities included:

- Directly involve and built interactive marketing (digital marketing) concept to all of the marketing for company's client: propose the effective digital marketing solutions for the big clients such as : Microsoft, Motorola, Mercedes, Suzuki, P&G, Remy Martin, Saccombank,....
- Directly or collaborate with partner to executes all of the digital and technical solution for company and clients.
- Manage IT team, research and develop the new and best solution for IT Platform: LAN, WAN, Web platform and many another which related to the field of technology.

OnlineE Solution Company*Head Office - Hanoi - Vietnam***Position: Deputy CEO
Head of Hanoi Branch Office***Period: From 03/2005 to 03/2007*

Main responsibilities included:

- Built the plans for the new product's development and the strategy of the brand name's development
- Created the marketing strategy for the new product.
 - Market Research that captured data on target market.
 - Competitor initiatives.
 - Analysed the collected datas and built the marketing plan for each period
- Built and managed Marketing team and Sale team.
- Created, built the advertisement strategy, wrote the advertisement content on the different advertisement channels.
- Build the business plan and help company to become official registrar of the .VN domain name certified by VNNIC – Vietnam Internet Network Information Center.
- 100% sales increase in the first year for the Software and Solution unit.

RELEVANT SKILLS**LANGUAGES**

	<i>Speaking</i>	<i>Writing</i>	<i>Listening</i>
Vietnamese	Mother tongue	Mother tongue	Mother tongue
English	Certificate C	Certificate C	Certificate C
French	Good	Good	Good

OTHER**Objective**

- I really want to work in a dynamic, youthful, creative, honest environment.

Interest

- Music, photography, Art, football, badminton, ping-pong and research the new computer technologies, especially web technologies.

CERTIFICATION

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe my qualifications, my experience, and me.

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Email: [REDACTED]