



NGUYEN THI MINH HIEU

Digital Marketing | E-commerce | Marketing Online

Female

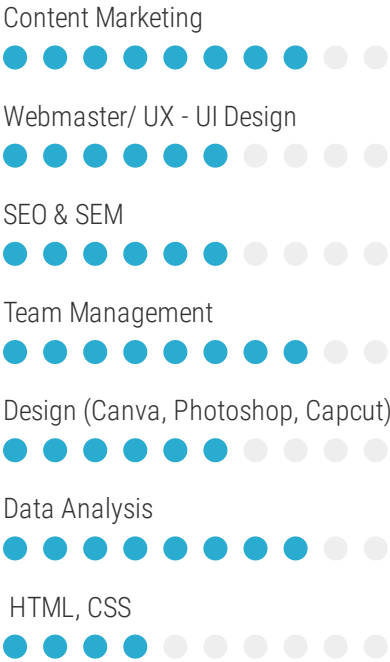
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Vinhomes Grand Park, District 9, HCMC

uyenthiminhieu/

SKILLS



CERTIFICATIONS

THE FUNDAMENTALS OF DIGITAL MARKETING COURSE | GRANTED BY GOOGLE DIGITAL GARAGE - 2021

OBJECTIVE

Dynamically-driven digital marketer with 5 years of hands-on experience in social media management, web content creation, SEO optimization, Facebook Ads, and brand development. Proven track record of leading successful marketing campaigns and teams, adept at driving engagement and maximizing ROI. Passionate about leveraging innovative strategies to achieve organizational goals and foster brand growth.

EDUCATION

OCT 2014 - OCT 2018  
INDUSTRIAL UNIVERSITY OF HO CHI MINH CITY | Major: E-commerce  
Degree classification: Good

WORK EXPERIENCE

04/2022 - PRESENT  
MYMIND JOINT STOCK COMPANY | Overall Marketing

- Planning and developing marketing strategies and direction for the business
- Building and managing websites ([Redacted])
- Content management and on-page SEO (ranking some keywords on top of Google searches such as digiO, digiFarm, digifactory, digital offices, MSM, mymind, etc.)
- Creating video scripts (MyMind MSM - YouTube)
- Managing the company's social media channels (Facebook, LinkedIn, EO)
- Coordinating internal communications, customer communications, and media relations for effective communication
- Event organization (internal and large-scale, with over 500 guests)
- Assisting in connecting with agencies to register intellectual property ownership for the company's products.

12/2019 - 04/2022  
SMART CONVERGENCE JOINT STOCK COMPANY - A MEMBER OF PETROSETCO | Senior Digital Marketing and Brand management

- Make a marketing plan for the year and execute monthly activities for key brands: Energizer Mobiles & Accessories, Plantronics, Blackberry, Lotus Bedding.
- Build and manage websites (Smartcom, Lotus, Energizer, Aukey).
- Manage a network of fanpages for various brands (Accomplishments Achieved: 10k followers -> 101k followers)
- Set up Facebook Ads and optimize advertising budget (Achieved a 120% KPI for sales on the website and fanpage platform)
- Set up and promote official stores for some key brands on Tiki, Lazada, and Shopee. (Achieved 150% KPI for sales on the e-commerce platform)
- Organize internal sales to clear stock (bedding, mattress product)
- Announce promotions to the Ministry of Industry and Trade for the commodity sectors.

5/2018 - 10/2019  
AT-COM TELECOMMUNICATIONS AUTOMATION CO., LTD | DIGITAL MARKETING

- Manage website (update company news, articles, and products on the website)
- Design images, user guide, catalog, name card,...
- Manage fanpage AT-COM and ATCKey
- Create an Email Marketing Template and sent Emails to customers

PROJECT MANAGER | FREELANCER

- Content Marketing (SEO)
- Facebook Ads, Google Ads (wedding, fashion, mattress,...)
- Web Design