



TRAN LUU HOANG PHUC
CHIEF SALE AND MARKETING OFFICER

DEC 27, 1988

Male

[Redacted]

[Redacted]

Ho Chi Minh, Vietnam

[Redacted]
smo_hcm

OBJECTIVE

- Looking for a job: Chief Sale and Marketing Officer, General Manager, National Manager, Chief Marketing Officer, Sale and Marketing Manager.
- Place: Hồ Chí Minh city, Singapore.
- Salary: Agreement for Salary.
- Working in a dynamic and professional environment.
- Become a good leader, execute the company's plans and strategies to the best.

SKILLS

Computer Skill

Logical, systematic and creative thinking

Public speaking

Work independently, in a team and under pressure

Persuasive negotiation skills & public relations



EDUCATION

FPT UNIVERSITY DA NANG- REGULAR UNIVERSITY:
BUSINESS ADMINISTRATION

- Completed the transition course from Regular College at the University of Danang in Information Technology to Business Administration at FPT University Da Nang.
- Core subjects:
 - Strategic Management
 - Art of leadership
 - International Business and Administration
 - Taxation, financial analysis.
 - International Financial Management
 - Human Resource Management
 - International commercial transaction
 - Export/Import Administration
 - Transport and insurance in foreign trade
 - Managing the supply chain
 - Marketing Management
 - Business ethics.
- Course projects:
 - Cooperation in equipment distribution and bird house construction at Thien Yen Thuan Viet Company.

UNIVERSITY OF DA NANG - REGULAR COLLEGES:
FACULTY OF INFORMATION TECHNOLOGY

- Completed the transition course from Regular College at the University of Danang in Information [Redacted] Application.
- Core Subjects:
 - Programming language for [Redacted]
 - Data Structures & Algorithms
 - System analysis and design Programming language Visual Basic, C++, C#
 - Graphics processing Photoshop.
 - Computer network theory & programming [Redacted] design with AutoCad, COREL DRAW. etc. .
- Course projects:
 - Sales management software for Restaurant, Bar & Coffee Chain.

UNIVERSITY OF DA NANG - PROFESSIONAL INTERMEDIATES
FACULTY OF INFORMATION TECHNOLOGY

- Graduated from the regular professional intermediate. Majoring in web application.
- Core Project:
 - Programming language for web ASP.
 - Data structures & algorithms. System analysis and design ► Programming language Visual Basic.
 - Graphics processing Photoshop.
 - Computer network theory.
 - Design drawings with AutoCad.
- Course projects:
 - Design & Build Vntravel tour booking management website.



WORK EXPERIENCE

UVIE ANTIBACTERIAL TECHNOLOGY JSC CONCURRENTLY UVGREEN ANTIBACTERIAL TECHNOLOGY CO., LTD.
CHIEF SALE AND MARKETING OFFICER

MARCH 2021 - OCT 2021

Business management & brand identity

Listen, speak, read, write English

Make plans and make decisions

For details, refer to the product at [redacted], [redacted]

Main responsibilities:

General description of job executive responsibilities in the company:

[redacted] & Business Plan:

Coordinating with CEO to build vision, mission, core values, long-term goals. Run the Company's Departments/Departments to develop goals and targets for each department to ensure the completion of the general goals of the Company.

[redacted]

Sales team develops the market, expands distribution channels and purchases raw materials to optimize production costs.

[redacted]

Directing and supervising the development of long-term and short-term marketing plans and goals; periodically evaluate marketing channels for products and services of the Company. Direct the construction and implementation of marketing plans to promote the Company's brand in the market. Periodically evaluate and adjust marketing plans and activities. Directly perform the company's digital marketing and Martech work. Being the person who created Big Idea, Concept, Slogan, Key Message, Creative Ideas for both companies.

[redacted]

Directly build Brand Positioning for both companies in 2 years [redacted]

[redacted]

Responsible for building and implementing a reporting system for shareholders using tools such as Google Data Studio, Power BI, Google Sheet, Excel, Platform Digital Metrics, Platform other.

COMMEASURE SOLUTIONS VIETNAM CO., LTD - REDDOORZ VIETNAM

SEP 2020 - JAN 2021

BUSINESS DEVELOPMENT DIRECTOR FOR CENTRAL & HIGHLANDS

General description of job executive responsibilities in the company:

[redacted] strategy, brand marketing, and PR:

- Planning and setting up regional business strategies according to the general business strategy of the corporation in the business year.
- Building brand identity and customer experience based on the general business strategy of the corporation in the business year.

2. Setup operation:

- Planning to recruit and train new Sales with no experience with skills: sales, handling rejection, writing emails, making reports, how to invade the market, how to exchange groups, and develop a career path for employees.

3. Sales Management, Customer Management:

- Reaching the target >90% in the process of consulting on suitable business models at Hotels.
- The consulted hotels have agreed to cooperate and are in the process of closing the deal:
 - ▶ Hotels with 1&2 stars: Đức Long, Hoàng Đông, Quang Nghĩa, [redacted] to SAAS Pro.
 - ▶ Hotels with 3 stars: Ruby Hotel, [redacted] SAAS Premium
 - ▶ Hotels with 4 stars above: CCT, BaviCo Đà Lạt... used SAAS Premium

VIMO TECHNOLOGY JOINT STOCK COMPANY - NEXTPAY HOLDING-NEXTTECH GROUP

MARCH 2018 - JULY 2019

REGIONAL SALES DIRECTOR OF THE SOUTH CENTRAL & HIGHLANDS AND REPRESENTATIVE OF NHA TRANG OFFICE

1. business strategy, brand marketing and

PR. • Planning business strategy and applying BSC for Nha Trang

Representative Office and South Central & TAY NGUYEN area according to the general business strategy of the corporation in the business year.

- Building brand identity and customer experience based on the general business strategy of the corporation in the business year.

- Planning ATL, BTL & IMC together with the company's in-house marketing team, the Agency unit based on the company's business strategy and allocate to the marketing staff at office to track and measure the CPA, CTL, CTR....

- Establish relationships with local authorities, partners and customers. Organizing workshops and webinars on fintech majors in the payment tax trend of the 4.0 technology era.

2. Setup operation:

- Planning to recruit and train new Sales with no experience with skills: sales, handling rejection, writing emails, making reports, how to invade the market, how to exchange groups and develop a career path for employees.
- Being the first to explore the market successfully with a new product as a basis for proposing and planning to build a REPRESENTATIVE OFFICE IN NHA TRANG. From an office without 1 employee to an office that has gone into stable operation with a team of 20 employees at Nha Trang Representative Office and 25 market staffs in 9 provinces of Vietnam belonging to South Central area & TAYNGUYEN up to now.
- More details will be discussed during the interview.

3. Financial management:

- Accounting for operating expenses at the Representative Office every month for the Operations Director.
- As a contributor and builder of corporate culture, send it to the BOD and put it into operation with the following characteristics: WORK HARD- PLAY HARD.
- Manage assets and equipment rented at the Building and other equipment sent in from Head
- Analyze cost and profit, develop special policies, promotions for customers as well as bonus policies for employees within the scope of the Board of Directors' assignment.
- More details will be discussed during the interview.

4. Sales Management, Customer Management:

- Achieved the target >85% in the process of supplying and distributing Mpos bank card machines and VIMO MERCHANT (Wechat Pay, Nongyup Bank, Kakao Pay) e-wallets for payment acceptance places at Restaurants, Resorts, Supermarkets, Groceries, Phone Stores.....
- Representing business to work with banks to deploy promotions for bank cardholders.
- Building long-term relationships, working with major partners to develop services for industries:
 - ▶ Real estate: FLC, Alma.....
 - ▶ Electronics, phones: Phong Vũ, Chợ Lớn
 - ▶ Hotel & Resort The Anam Resort, Sunrise, Duyên Hà Resort, Merple Hòn Tằm Resort, Sheraton, Mường Thanh, ..
 - ▶ Amart Supermarket Chain, Supermarket Chain Perekrestok, AlcoHouse, 777 Mart,
 - ▶ Shopping Mall: Cmc LeaTher, Việt Tín Handmade....

DKSH VIETNAM COMPANY

NOV 2016 - JAN 2018

AREA SALES MANAGER OF THE SOUTH CENTRAL & HIGHLANDS

VINCOMMERCE GENERAL COMMERCIAL SERVICES JOINT STOCK COMPANY-VINMART THAI NGUYEN TRADE CENTER- NHA TRANG

NOV 2016 - JAN 2018

PURCHASING MANAGER AND PRODUCT VICE MANAGER

VINCOMMERCE GENERAL COMMERCIAL SERVICES JOINT STOCK COMPANY-VINMART THAI NGUYEN TRADE CENTER- NHA TRANG

JAN 2016 - JUNE 2016

PURCHASING MANAGER AND PRODUCT VICE MANAGER