

# THAO LUU

## Profile

With more than 3 years as an Account Executive and 2 years as a Senior Account Executive, I can manage all aspects of a project from start to finish. I have excellent communication skills, which I utilize while negotiating on behalf of the company and providing client support. My analytical thinking allows me to quickly understand client and company requirements and provide efficient solutions.

## EXPERIENCE

### SENIOR ACCOUNT EXECUTIVE

#### LE BROS

10/2022 - Present

Project Management and Client Relations:

- Independently managed diverse projects for major clients such as Golden Gate, Apple, Canifa, Viettel, Vietnam Airlines, Toyota, Ho Chi Minh City Tourism Department, Pan Services, and more.
- Fostered re-engagement with former clients, leading to the establishment of renewed contracts at Le Bros. For instance, revitalized partnerships with Toyota, Pan Services, Canifa, Viettel,...
- Acting as a leader to provide overall direction for the entire professional team to implement, implemented projects include a variety of areas: Branding, Performance, Creative Design, Event, ICM,...
- In 2023, achieved 112% of the 2023 KPIs (Revenue), contributing to the team's overall attainment of 35% of the 2023 KPI targets.

Managing and operated Le Bros' complete portfolio of owned media channels, encompassing Fanpage, LinkedIn, Website, and Customer Inquiry Emails:

- Collaborated with the content team to curate monthly content for the Fanpage and LinkedIn platforms.
- Crafted email response templates for new clientele.
- Spearheaded the creation of credentials in both Vietnamese and English for all 5 services offered by Le Bros, disseminating them to the entire team for effective client consultation.
- Successfully established a brand new LinkedIn channel, which exhibited remarkable organic growth, accumulating a 300-follower increase in just over a month.
- The comprehensive credential package has instilled confidence in the entire team during customer interactions, equipping them with abundant case study resources spanning various service domains. This resulted in a threefold rise in the rate of successful new customer connections compared to previous figures.



1997



Thanh Tri, Ha Noi, Viet nam



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## EDUCATION

### BACHELOR OF INTERNATIONAL BUSINESS

National Economic University

2015- 2019

## SKILLS

- Leadership
- Project scheduling
- Negotiation and closing skills
- Strategic planning
- Relationship building and management
- Public speaking
- Active listening



## **ACCOUNT EXECUTIVE**

### **PMAX - TOTAL PERFORMANCE MARKETING**

**7/2020 - 5/2022**

- Leader of project AHC (a brand of Unilever) in 3 markets Vietnam, Singapore, and Malaysia with many scopes of work including Media, Creative, and E-commerce.
  - Coordinate with the optimizer team to create a marketing plan for customers including Social, Media, Lead Generation and e-commerce.
  - Pitching and managing the project: AHC, Marriott, Park Hyatt, Parkson, Watsons.
  - Research the market of the product, and competitor,... then consult and create a marketing plan according.
  - Manage the cash flow and expected payments
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## **ACCOUNT PROJECT MANAGEMENT**

### **SEONGON**

**10/2019 - 5/2020**

- Arranging meetings and liaising with clients to understand their requirements (objective, budget, timeline,...): VPBank, Viettel, Nam Ha Pharmacy, Pan Services, Canifa,...
- Coordinate with the SEO technical team to come up with a plan to resolve customer requests.
- Main PIC to create detailed proposals and present the campaign ideas, and budget to clients.
- Quality control of all work that is submitted to clients.
- Disclosing campaign details to the client and all team members.
- Monitor all stages of campaigns to guarantee that they run smoothly. Evaluate and predict campaign results risks (if any) in order to coordinate with the SEO technical team to resolve then report directly to customers.



# ACTIVITIES

## HEAD OF COMMUNICATION DEPARTMENT

### Generation of Youth Club - Under NEU Student Association

2015 - 2017

- Took responsibility for the external, directly managing 3 departments: External Relations, Event management, Media and communication.
- Organized events for student associations such as D-Day, King-Queen, Xuan Hoa Confession, Master Chef AEP,...
- Leader of team content for FB fanpage and offline PR plan.
- Contacted and invited popular singers: LK, Da Lab, Bui Anh Tuan, Dinh Manh Ninh,...
- Host the press conference.

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## COLLABORATOR FOR TED-X PROJECT 2016

### TeamX Ha Noi

2016

- Worked with team to build content for TEDx Community in Hanoi.
- Negotiated terms and worked with sponsors: ████████ Ybox (support the media), TalkTV, Edu-X,...
- Led the ticket sale efforts by recruiting members and pricing the tickets into different categories. Result: 280 tickets were sold, earning about ████████ dong which was used for the project.

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## HEAD OF COMMUNICATION DEPARTMENT

### Ngoc Hoi Highschool's International Club

2013 - 2014

- Organized monthly events such as talk show with the professionals of Christmas event, Mon qua cho em, Prom E.T Night, Chia tay khoa cuoi, Ngay tuu truong,...
- Managed the fanpage for more than 4000 students (got about 2800 likes after 3 months of taking the position).
- Still, take responsibility for the alumni network connection.

