



# KIM HẢI ĐĂNG

## MARKETING MANAGER

### CONTACT ME



[Redacted]



[Redacted]



Quang Trung, P.10, Gò Vấp

### EDUCATION

#### Psychology - 2021

University of Social Sciences  
and Humanities

#### Biotechnology - 2012

Van Lang University

### SHORT-TERM COURSE

#### Digital Marketing - 2023

E.Q Technology &  
Communications (EQVN)

#### Applied Professional

#### Marketing - 2015

BMG Business Academy

### SKILLS

Training

Marketing

Data analysis

Management

Problem-solving mindset

## ABOUT ME

With over 10 years of experience in marketing, I focus not only on mastering professional knowledge but also on constantly desiring innovation and personal development. My short-term goal is to make significant impacts in organizations and projects, contributing to success from the very beginning. My long-term goal is to bring comprehensive health, including mental and physical well-being, to everyone

### Hoang Giang Sai Gon Pharmaceutical Company Limited

#### Marketing Manager

##### 09/2022 - Present

- Helped the company secure the project to become the representative of the New South Wales (NSW) Government in Vietnam in the global export program.
- Developed a robust distribution channel and strategic product positioning.
- Played a key role in launching several strategic products into the Long Chau and Trung Son retail chains.

### Healthy Beauty Pharmaceutical Company

#### Marketing Manager

##### 03/2021 - 08/2022

- Enhanced brand recognition and increased brand visibility across communication channels.
  - Significantly boosted brand recognition and visibility through various communication channels.
  - Drove a 300% growth in the Ecommerce channel.

### MCV Corporation

#### Project Manager

##### 06/2019 - 02/2021

- Successfully introduced Ala-Bio and Ala Pro products into the PMC and Trung Son systems.
- The project broke even and became profitable within 6 months.

### Tran Toan Phat Company

#### Trade Marketing Manager

##### 12/2015 - 05/2019

- Helped the ADIVA Collagen brand grow sales by 90 - 150%, depending on the region.

### Ích Nhân Pharmaceutical

#### Marketing Executive

##### 01/2015 - 12/2015

- The events of Bảo Xuân and Diabetna brands had a conversion rate of 25-30%.

### Lam Hong Communication

#### Event Leader

##### 08/2012 - 12/2014

- Promoted to a leadership position within 6 months.
- Led over 50 big events for Abbott.