



ACCOUNT MANAGER

ĐÀO NGỌC HOÀNG ANH

// PERSONAL INFOR



11/02/1993



Binh Thanh, Ho Chi Minh City

// EDUCATION

- Australian Studies | USSH

// PROJECTS

2024

1664 Blanc | Thematic Campaign

2023

Red Bull | Celes Launch

2022

Highlands Coffee | Brand Refresh

2022

Acecook Vietnam | Eco Project

// SKILLS

// WORK EXPERIENCE

Account Manager

10/2022 - 02/2024

BRAIN AD MARKETING AGENCY

- Develop social outreach plans (Social strategy, social approach, content plan...)
- Coordinate to e-commerce team to create tracking link and monitor dashboard (affiliate marketing)
- Execute, support and monitor project, to ensure sure smooth and flawless processes during projects
- Ensure regular communication of project status with line managers.
- Set the KPIs for campaigns, based on overall campaign objective/ brand strategy and the role of social channels
- Coordinate, composition and verbal briefing of internal and external resources as required e.g., creative, production, third party specialists, etc.
- Work closely, coordinate and effectively integrate with internal and external teams (3rd party partners) to ensure optimization for the good result of social media campaigns
- Monitor and propose, then allocate budget based on campaign duration, brand strategy/ campaign objective
- Prepare, manage contract & ensure smooth paperwork execution for all types of influencers.
- Oversee and lead the team for SNS reports (Fanpage performance: social post-performance, fan growth, audiences pool, fanpage responsiveness...) to evaluate the performance of brands on social and suggest solutions to improve the brand's SNS
- Take responsibility in presenting and solving client's feedback

Social Media Supervisor

06/2019 - 04/2022

MEKONG COMMUNICATIONS

- Develop social media plans (Social media strategy, social approach, social outreach, content plan...)
- Set the KPIs for campaigns, based on overall campaign objective/ brand strategy and the role of social channels

- Social Planning (Outreach, Content, Seeding)
- Project Management
- Communication

// ACHIEVEMENTS

2023

Rising Star of the year | Brain Ad

2019

Best Staff of the year | YouNet AM

// REFERENCE

Quyên Đoàn | Account Lead

Networld Asia

- Work closely, coordinate and effectively integrate with internal (Media, PR, Accountant...) and external teams (3rd party partners) to ensure optimization for the good result of social media campaigns
- Monitor and propose, then allocate budget based on campaign duration, brand strategy/ campaign objective
- Update changes and propose actions during campaign execution
- Check & negotiate the cost and SOWs with KOLs, influencers. Manage contract & ensure smooth paperwork execution for all types of influencers.
- Manage, lead, train and support team members during campaign execution then set the goals and development plan for team members
- Oversee and lead the team for SNS reports (Fanpage performance: social post-performance, fan growth, audiences pool, fanpage responsiveness...) to evaluate the performance of brands on social and suggest solutions to improve the brand's SNS
- Oversee and manage paperwork contracts with influencers, [REDACTED] responsibility in presenting and solving client's feedback
- Report to and perform other tasks as delegated by the Social Media Manager

Senior Content Creator

06/2019 - 10/2020

MEKONG COMMUNICATIONS

- Manage day-to-day activities (Content execution, online activities management, fanpage management, gift and logistic...)
- Support Social Media Manager to build social media plans, provide content direction on various platforms in order to deliver the brand message successfully
- Collaborate with functional teams (Media, PR, Art...) for visual direction, big idea, communications approach...
- Work with partners and suppliers across many industries to enhance the partnership relationship and social booking, mostly on Facebook, TikTok and Forum platforms. Oversee and manage the existence of brand SNS profile and maintain 2-way communication between brand and consumers: responding to comments, inbox, engaging activities (Minigame, contest, etc.)
- Monitor and participate to create social conversations to build client product visibility, support brand awareness and engagement measurement
- Monitor, analyze and report on social platforms performance and provides always- on consultancy to optimize channel performance to maintain clients' business on a monthly/ quarterly/ yearly scale...

