



NGUYEN TRAN VAN ANH

MANAGERMENT TRAINEE

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Location: Ho Chi Minh city, Vietnam

EDUCATION

University of Economics HCMC

Majoring in Marketing

8/2019 - 1/2023

GPA: 8,54/10

- UEH encouraged studying scholarship for the first semester (2019).
- Got 10/10 mark on Marketing Management subject.

ACHIEVEMENTS

- **Competiton:**
 - UFL (2022): Top 30
 - MT Kickstart Program (2021): Top 10
 - The Startup Idea Battle (2019): Top 10
- **Academic achievements:**
 - Young Researcher UEH (2022): The A prize
 - ICYREB (2021): Recognized for scientific research: "Understanding the relationship between self-expression and purchase intention in fashion of gen Z"
 - SIM (2020): Full scholarship for Marketing diploma course

SKILL

- **English:** IELTS certificate band 6.0.
- **Journalism/writing:** Journalism and communication training course held by Hoa Hoc Tro magazine.
- **Microsoft Office:** IC3 certificate.
- **Analysis and problem solving:** Certificate of completed "Case Mastery - Tomorrow Marketers".

WORK EXPERIENCE

B-Rise Integrated Marketing Agency

Creative planning junior executive

1/2022 - 12/2022

The main responsibility is to cultivate marketing plans for SMEs to reach the main goals: Brand awareness & Increasing revenue.

Red Cat Motion: *A leading animations studio*

- Cultivated communications plan to raise brand awareness in 3 months, including activities: Building fanpage, organising webinar
- **Result:**
 - More than 1,000 reactions in total
 - More than 250 participants per workshop

Rover: *A fashion vali brand*

- Cultivated marketing plan to increase the purchasing-conversions through social channel (Facebook&Instagram)
- Applied A/B testing method to find the potential target customers and key message for brand
- **Result:**
 - The revenue were triple after 3 months
 - Found out the new target customers group and new brand proposition

Lanci: *A premium skincare brand*

- Developed marketing plan to raise brand awareness & purchasing-conversions for new product (9 - 12/2022)
- Conveyed content for social post each week
- **Result:**
 - Increased 40% brand awareness (based on page like and engagement conversions)
 - Increased revenue for new product

Là Nhà: *An interior furniture brand*

- Proposed new proposition
- Developed monthly marketing plan to raise brand awareness and purchasing-conversions
- **Result:**
 - Revenue attained 2,5 billion per month with the amount of 80% of revenue coming from Facebook
 - 40,000 organic page likes and 2,000 organic website traffic

Brands Vietnam

Course editor intern

5/2021 - 9/2021

- Edited scripts and slides for 5 courses on Brand Camp, related to Brand Marketing and Trade Marketing. Highlight courses: "6 types KPI in trade marketing", "Channel Strategy"
- Managed timeline of courses.