

PHAM HOANG GIA BAO

MANAGEMENT TRAINEE



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CAREER GOALS

Within the next 6 months, I will see myself working as a Management Trainee and on my journey of career & self-growth. MT programs from Nestle will play a crucial part of goal through its diversity and environment to thrive through challenges.

Further than that, 5 years from now I will be working as a manager with a talented team that contribute values not only to the company but also the community around it.

SKILLS

- Microsoft Office
- Market Research
- Digital Planning
- Project Management
- English Proficiency
- Collaborate with stakeholders/ vendors
- Multi-Task
- Graphic Design (Ps, Ai)

ACADEMIC HISTORY

Royal Holloway University of London (RHUL)
2020 - 2022

- Bachelor in Science in Management with Marketing

Kaplan Higher Education Academy
2018 - 2020

- Management Foundation Diploma
- Diploma in Commerce

Management Development Institute of Singapore (MDIS)
2018

- Professional Certificate in English (Advanced level)

CAREER HISTORY

Marketing Specialist

Prudential Assurance Vietnam

Oct 2022 - Present

- Undertaking competitors and market research & analyses to define trends and behaviors.
- Establish marketing goals and objectives through multi channels communications.
- Building and maintaining relationships with new and current customers.
- Assist in marketing activities by demonstrating expertise in various areas including optimization, advertising, social media, direct marketing, MCEs.
- Supported in the Training series for sale agent for Pru-Easy365 product launching with over 700 online participants.
- Supported team goal to achieve over 24,000 policies for Pru-Easy365 from October to December 2022.

Digital Marketing Intern

Abbott Established Pharmaceutical Department

April 2022 - July 2022

- In charged of planning and execution of brand's monthly tactical plans.
- Collaborated with internal & external stakeholders to assist and collect materials, information, data.
- Managed Multi-channels-engagement tools (Webinar, Email, SMS, events)
- Researched and explored initiatives across channels (hospital, pharmacy, consumer).
- Well executed over 20 MCEs campaigns noticeably:
 - Post-Covid Seminar with over 900 healthcare providers participated online.
 - Update professional knowledge in Obstetrics and Gynecology at the pharmacy with over 1220 healthcare providers participated online and offline.
 - Supported in Influvac DTC campaign to engage with the consumer market about influenza vaccinations with the limitation of pharmaceutical commercial laws.

Student Executive Committee Member

Kaplan Higher Education Institute

August 2021 - Present

- Assigned as Associate Member of the Vietnamese Community Club
- Assist the student body through communication
- Underwent the management training program
- Participate in monthly development meetings

Head of Academic's Assistant

Horizon International Bilingual School

May 2020 - May 2021

- Operated the school clubs & administered the after school graphic design class
- Managed the school social media accounts and the information management system (ISAMS, IXL, MyOn)
- Mentored students in competitive school projects