

CUONG TRAN

Hanoi, VN · 0896693803
thomastlpc@gmail.com

A Performance Executive in the Mobile Entertainment World. Trained to be resilient, critical and agile through his involvement in a highly uncertain start-up environment. Highly (cross-)cultured through work/life experiences across the globe, from SEA, EU, all the way to Latin America.

Currently looking for a greater battle front which entails opportunities to broaden business perspectives and quickens industrial learning-curve intervals.

EXPERIENCE



OCT 2020 – PRESENT

BUSINESS TEAM LEAD (INDIA & RUSSIA NEW VENTURES), VNG CORPORATION

Scope:

- Managed PNL for Product Portfolios of India and Russia.
- Managed Marketing Budget, Objectives and Mar-Comm Strategy.
- Responsible for Campaign/Advertising Effectiveness (Performance/Growth-driven).
- Oversaw campaigns, content creation for Performance & Branding materials.
- In charged of managing and expanding team's HR capacity and capability.
- Nurtured partnership with business core value-chains, as well as exploring potential value-add opportunities.

Achievement:

- Proposed and got approved for a transformative strategy in business model innovation.
- Scaled from 0 to 140,000 Monthly Active Users (MAU) within 2 months in India (Exploration Phase).
- Established strong relationship with C-levels of key/potential partners (Mail.ru, Paytm) and other supporting local agencies for new markets.
- Supported in identifying potential studio lists for Acquisition effort.
- Successfully mentored 2 batches of Performance Marketing Executives, adding new valuable resources to the company.

DEC 2019 – OCT 2020

SENIOR BUSINESS DEVELOPMENT EXECUTIVE, VNG CORPORATION

Achievement:

- Scaled up Daily Active Users (DAU) by 232% since joined in February 20, approx. 800,000 MAU.
- Increased YTD Revenue in Thailand portfolio by 80%, first profitability milestone since 2017.
- Scaled up DAU of core Brazil's product by 57% since joined in April 20, contributed 1/3 user base of market portfolio.
- 50% Revenue CMGR (Brazil's key product), up 404% comparing to the monthly average before joined.
- Developed and Upgraded Internal Marketing Performance Metrics for the company's dashboard.
- Systemized Funnel/Touch-point Optimization approach for User Acquisition.
- Optimized and outperformed App Store Conversion Rate's market medians by an average of 30 - 40%.
- Grew multiple online communities from scratch to over 200,000 followers.

JULY 2019 – NOV 2019

BUSINESS DEVELOPMENT ASSOCIATE, VNG CORPORATION

Achievement:

- Assisted in Product Localisation & Development
- Managed community and content
- Contributed idea for a product upgrade that increased retention rate by the factor of 2

INTERNSHIP/ SHORT-TERM



JULY 2018 – OCTOBER 2018

ACCOUNT EXECUTIVE, THE LINK (UK – UNIVERSITY PROJECT)

- Organised, attended business meetings to understand client's needs and requirements.
- Liaised with designer team to produce creative work.
- Consulted a local rock band called "Three Knuckle Shuffle" on marketing and business strategies, grew local awareness through gigs/competition strategy and social audience and proposed a B2B marketing strategy based on client's limited budget.

NOV 2015 – DEC 2015

PRODUCTION ASSISTANT, CREATV – THE AMAZING RACE PROJECT

- Supported in Logistics, Facility and Set-ups for the Art team of 5 Israeli professionals. Managed the tasks in a prompt and precise manoeuvre in order to run the script smoothly.
- Offered to be working with the Hollywood "Kong" 2016 movie project in Vietnam.



EDUCATION



JULY 2018

BA (HONS) MARKETING, ADVERTISING & PR, BIRMINGHAM CITY UNIVERSITY

Grade 2:1 (GPA 3.7)

OTHER INFORMATION

- Languages: English (Business native), Vietnamese (Native), German (Beginner)
- Technical software: MS Office (Excel, PowerPoint, Word), Facebook Ads, Google Ads, Google Analytics (Certified), ASO, Platform Developer tools, App Annie