



ĐOÀN TRẦN MINH CHÂU

NESTLÉ: LEADERS MANAGEMENT TRAINEE
PROGRAM 2023



About Me

An energetic and progressive fresher with great English skills. I have 9-month experience as Marketing Contractor at Castrol. I want to apply for an FMCG MT program to become more dynamic and fast-moving with different projects and opportunities.

In the short term, I desire to work cross-functionally to deploy campaigns to TAs and the community; Manage time to learn more aspects of Marketing; Launch my personal project.

In the long term, I want to gain more market knowledge to become Assistant Brand Manager within 2-3 years.

Contact

Phone

0776 143 617

Email

dtminhchauscmllog@gmail.com

Language

English IELTS 7.0

Korean Basic

Reference

Rohit Talwar Gopal

Castrol Vietnam/ Marketing
Director

Working Experience

Castrol BP Petco Vietnam (04/2022 – Current)

Marketing Contractor

- Briefed & followed up with Creative Agency to develop IMC plan to launch O2O LazMall concept internally (Laptop Wallpaper; Social Intranet...)
- Monitored brand-related activities across all channels for tracking competitors' activities.

Activate Certified Workshop 2022 project

- Digitize the courses in an attractive and accessible way; Control the project's timeline & quality of digital content.
- Collaborated with region business function & global IT-solution vendor to create over 300 customer accounts and course assessments.

Commercial Vehicle Oil (CVO Segment)

- Brand Monitoring and Competitors Research & Manage POSM;

Skill: Project Management; Event Management; Communication

Education

2018 - 2022

RMIT University Vietnam

Graduated in Digital Marketing

GPA: 3.0/4.0

Extracurricular

RMIT International Club (2020 - 2021)

Project and HR Leader

- Main organizer "Hanh Trang Cho Em" project.
- Planned and organized a variety of projects from small to large scale.
- Achievement
 - Increased 1,500 followers on social media channels.
 - Gained 21M VND from fundraising and donation activities.
 - RMIT Student Council - Best Fundraising Event Award 2019.

Certificate

- Google Digital Garage - The Fundamentals of Digital Marketing
- Recognition of the winning team of USDA United Taste