

Bich - Ngoc
Ngo

"Everyone lives by selling something."
Robert Louis



Date of birth: 1/9/1993

Career Objectives

- Sales experience in 2 years.
- A great salesman in 3 years.
- Director of marketing in 5 years.

Education & Training

- 9/2011: National Economics University.
- 4/2012: Marketing management and sales professional course by SME TAC Hanoi.
- 6/2015: Bachelor of Marketing.

Personality

Responsible, ambitious, sociable, high-pressure with standing.

Interests

Reading, dance sport, traveling, tennis.

Honors

- 2012: NEU scholarship for outstanding students.
- 9/2012 - 11/2012: Consolation prize in "Turn on NEU" contest with business idea "Connecting people, Inspiring innovations".

Skills

Teamwork	★★★★★
Leadership	★★★★★
Creativity	★★★★★
Presentation	★★★★★
Organization	★★★★★
Communication	★★★★★
Self-study	★★★★★
Self-monitoring	★★★★★
Photoshop	★★★★★
Illustrator	★★★★★

Work Experience

- 1/2015 - 10/2015: Work at Research and Development of Vietnam Price (VNP Group).
 - Analyse charts, metrics to understand current product, demands of customer and initiate product ideas, make improvements.
 - Build wireframe, mockup, UI/UX layout of product.
 - Compose requirement specifications for each feature.
 - Testing designs with users.
 - Learn from customers feedback, work with design, product & marketing teams to keep improving the product.
 - Up to date regarding the latest web design and technology trends, find ways to apply in product.
- 2/2015 - 4/2015: Marketing freelancer for Indian and US market at Subiz live chat
 - Brainstorm sessions and creative brief development.
 - Responsible for editing and proofread final draft of collaborators.
 - In charge of planning and implementation of marketing campaigns.
 - Building systems for suitable distribution channels and deliver content.
 - Implement ideas, campaigns and coordinate implementation.
- 10/2014 - 12/2014: Freelance Copywriter at Subiz live chat print for Indian market.
 - Create engagement and unique content for seeding.
 - Find seeding channels and affiliate channels.
 - Deliver content, assess and analysis.
- 2/2014 - 12/2014: Work as Marketing coordinator at Opera Software.
 - Engage operators, content partners and OEMs for co-marketing activities to drive the uptake of Opera browsers in Vietnam.
 - Work closely with partners and manage campaign deployments from creation to execution in Vietnam.
 - Provide local consumers insights and recommend areas of strategic growth for Vietnam
 - Conduct post-campaign evaluations and analyze return on investments for campaigns executed.
 - Manage Opera Vietnam community across social networks in order to acquire new users, engage and build loyalty among new and existing users.
 - Support Vietnam Account Manager in all marketing campaigns and activities.
- 2/2014 - 12/2014: Copywrite freelancer at Dsquare agency (Dsquare.com.vn).
 - Creating, and transforming ideas into words for Hafele, Jolibee, Kiwi Fanpage.
 - Creating, and transforming ideas into words for Hafele PR article.
- 8/2013 - 11/2013: Internship in Sales and Marketing Department of GiaoHangNhanh company.
- 5/2013 - 6/2013: Collaborator in telesales for Vietnam Chamber of Commerce and Industry (VCCI).
- 7/2012 - 9/2012: Leaflet delivery: products information and promotional information propagation.
- 5/2012 - 6/2012: Collaborator of Ocean Group's market research project: customer feedback collection for project decision making, information processing, result analysis and summarization using Microsoft Excel.
- 10/2011 - 12/2011: Collaborator of Marketing generation club and member of organizing committee of M-virus contest.

Marketing
is Everything
Everything is
Marketing

LET'S TALK 0165.3416.340
bich.n.ngo@gmail.com

REFERENCE Mr. Quang-Kien TRAN
Product Manager of VinEcom (VinGroup)
Mr. Viet-Anh NGUYEN
Country Manager of Vietnam, Opera Software
Mr. Manh-Tien NGUYEN
Unit Manager, E-Commerce Dept, VCCI