

Ly Nguyen

Campaign Performance Manager at Philips Vietnam

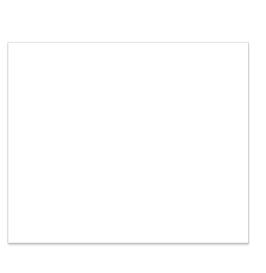
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About

More than 8 years of Integrated marketing communications experience, especially on electronics industry, doing great in terms of planning and execution for all kind of communications approach (PR, Social, Digital and Traditional Media, Event...)

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Experience

Campaign Performance Manager

Philips Vietnam · Full-time Nov 2020 – Present · 6 mos Ho Chi Minh City, Vietnam

Orchestrating the campaigns and always-on of all omni channel activities leading to increased performance, focusing on campaign performance management of all activities and 360 reporting of the market.

Deputy of Marketing Department

Daikin Airconditioning Vietnam · Full-time Oct 2019 – Nov 2020 · 1 yr 2 mos HCM

Brand Communications Strategy

Be the keeper of brand guideline and brand values to apply for different materials and channels.

... see more

Marketing Communications Lead

Sony Electronics Vietnam · Full-time
Jun 2012 – Oct 2019
· 7 yrs 5 mos

- *Integrated Marketing Communications:
- Strategic planning and managing all ATL activities as Integrated Marketing Campaign from Content Planning to Media planning on all kind of platforms: Print, Magazines, TV, OOH; Digital and Social, SEM)
- Working for different categories including Vaio (Laptop), Xperia (Smartphone) and Bravia (TV)

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Marketing Communications Supervisor

Sony Mobile Viet Nam Mar 2011 – May 2012 • 1 yr 3 mos

Leading the marketing communications activities including ATL and BTL activities like: Print, Digital, OOH campaign, POSM Production. Working closely with sales representatives and dealers to proceed promotion campaign.

Marketing Communications

Samsung Electronics Vietnam Co., Ltd SAMSUNG Aug 2010 – Feb 2011 ELECTRONICS · 7 mos

Supporting whole team to implement ATL activities including media planning for new product launch Proceeding POSM activities to support for sales team
Support to execute consumer event for new product launch.

Bachelors, Business Administration 2005 - 2009 Graduated Score: 7.69/10 Skills & endorsements Management . 1 Pieter CLAUDEL has given an endorsement for this skill Marketing Strategy . 1 John Gruss has given an endorsement for this skill **Social Media** Industry Knowledge **Strategic Planning Project Management** Interpersonal Skills Leadership

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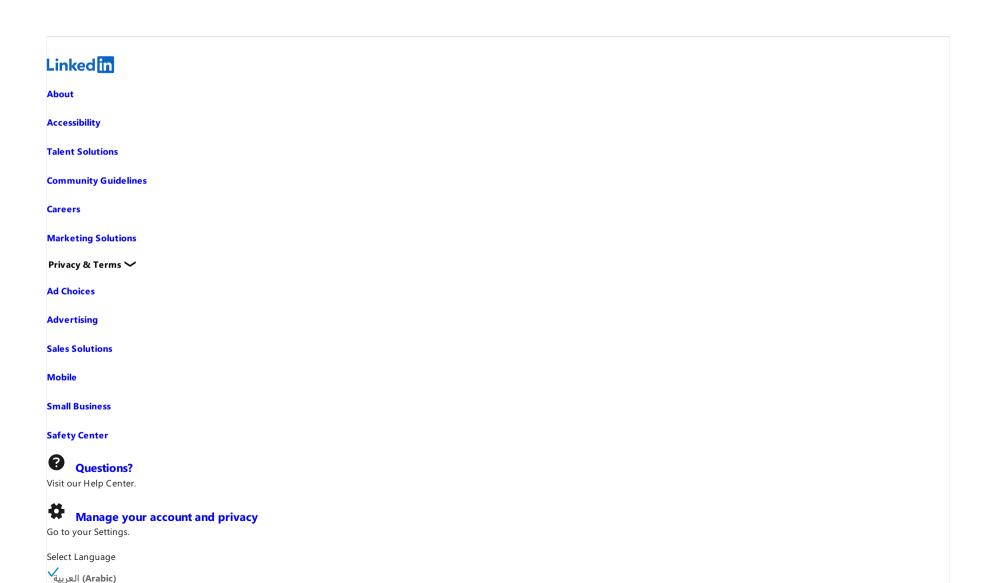
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