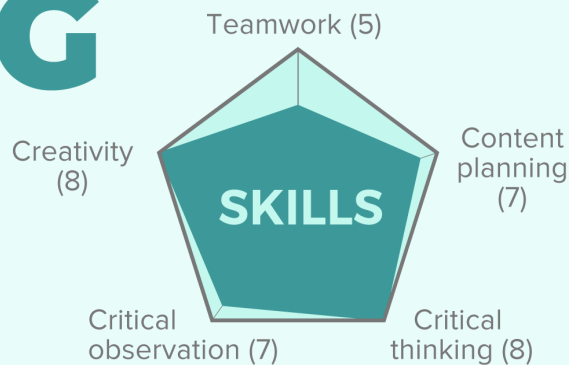




# DANG TRI DAT



## PROFILE

- Feb 24, 1996
- District 10, HCMC
- 0338-039-530
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- /tridat.dang

## EDUCATION

### HOA SEN UNIVERSITY BTEC Program

Higher Diploma,  
Business Administration  
11/2014 - 12/2017

### HOA SEN UNIVERSITY l'Université

Bachelor's degree,  
Business Administration  
10/2018 - 10/2019

## PROJECTS

### ĂN DU KÝ (Food show) Producer

(12/2018 - 08/2019)

[fb.com/andukyofficial](https://fb.com/andukyofficial)

### NHẬT KÝ SỮA CHUA (Teen series) Media Planner

(12/2019 - 07/2020)

[fb.com/dream7tv](https://fb.com/dream7tv)

## WORK EXPERIENCE

### MOVI VIETNAM, CLERMONT GROUP

*Social Media Executive* (10/2019 - 06/2020)

#### Content planning & Social media

- Develop social media strategy based on masterplan
- Keep track of data and analysing and report to lead information, ads engagement rate, CTR rate, response rate, etc
- Meet with BOD to report social media status
- Write social, in-app content and setup website content (Content Management System)
- Create SMS content based on promotions from masterplan

### TP TEA, HUY VIETNAM FOOD PROCESSING CO., LTD

*Brand Marketing Specialist* (10/2018 - 09/2019)

#### Branding, digital marketing & PR

- Run Facebook ads based on given budget quarterly
- Measure the result of the Facebook ads campaign
- Plan and create social content from quarter promotion
- Manage all social platforms activities of TP TEA to report & handle customers' complaints
- Liaise with design team for POSMs and social visuals
- PR articles on different online newspapers

#### Trade marketing

- Deal contract and benefits of cupholder/guest events, etc
- Network with KOLs for spreading brand's message & promote for upcoming drinks or sale promotions
- Manage store POSMs and reporting store status displaying materials in each branch
- Plan short- & long-term promos based on BOD's orientations
- Manage preparation for POSMs, promotions & store staff for store grand opening
- Conduct the market research on the competitors

#### Special events:

- "Live By Experience" event with AIESEC in RMIT: contribute idea & manage 7-day activity including preparing, communicating event policy to staff, evaluating result & conducting reports)
- Music Festival - Ravolution: Prepare POSM, posters & mascots; decorate TP TEA's booth & support event team

### KAMON, CYBER MOTION LTD.

*Marketing Executive* (05/2017 - 08/2018)

- Support photoshoot sessions for new releases
- Propose & conduct plan for short- & long-term promotions