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Quynh Nguyen
Strategy Director at VMLY&R Vietnam

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Strategy Director at VMLY&R Vietnam

- Ho Chi Minh City Metropolitan Area
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
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About

I am a planner by day, a writer by night, and everything else in between.

A bilingual thinker and writer in Vietnamese and English, I have a strong understanding of intercultural com

...

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Activity

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Experience



[Strategy Director](#)

[Company Name](#)

[VMLY&R Full-time](#)

[Dates Employed 2018 – Present](#)

[Employment Duration 3 yrs](#)

[Location Ho Chi Minh City](#)

360-integrated skills: Brand stewardship, Digital & Social strategy, ATL strategy, IMC strategy, Customer experience strategy, Content & media innovation, Commerce strategy

Awards: MMA Smarties Gold, Silver awards; Festival of Media APAC Silver; Asia Commerce Bronze



Planning Director

Company Name

TBWA\Group Vietnam

Dates Employed 2017 – 2018

Employment Duration 1 yr

Location Ho Chi Minh City



Company Name DDB

Total Duration 5 yrs

- **Title Strategic Planning Lead**

Full-time

Dates Employed 2014 – 2017

Employment Duration 3 yrs

Asking "un-asked" questions and trying not to jump to answers. Thinking and taking action to meet strategic goals. Strategic thinker, thoughtful planner, writer and fierce presenter. Working independently and with a key team to strategize for pitches and campaigns across platforms and brands.

I've also had experience working in international markets including Singapore & Australia.

- **Title Senior Copywriter**

Experience: Keppel Land (Singapore), MoneyGram, TP Bank, BIDV, Nissan, Jollibee, Lipton, Abbott, Vinamilk, Heineken, Phenikaa, Sabeco, Nam Ngu... ... [see more](#)

Full-time

Dates Employed 2012 – 2014

Employment Duration 2 yrs

Location Ho Chi Minh City, Vietnam

Big ideas, taglines, playing with words..you name it - Working on international brands & national brands (Vinamilk, Heineken, Abbott, MoneyGram, Wrigley's)



•

Research Assistant

Company Name

RMIT University Vietnam Part-time

Dates Employed 2011 – Dec 2013

Employment Duration 2 yrs

Location Ho Chi Minh City

My main tasks include conducting research, writing case studies/research articles, and editing in order for them to be published or taught in university courses.

Logical thinking, a strong curiosity, and an ability to outline and plan in order to write clear, concise, informative articles are my key capabilities.

During this assignment as a research assistant, I assisted in conducting research, building a strong literature review, writing and editing articles to be published in world-class peer-reviewed journals.



- Published in the conference and the journal of "Systemics, Cybernetics and Informatics: WMSCI 2013", article "Towards an Understanding of the Impacts of Localized Real Case Studies".

Freelance Collaborator

Company Name

Cimigo Vietnam Freelance

Dates Employed 2010 – 2011

Employment Duration 1 yr

As a PR collaborator/researcher for Cimigo Vietnam, my main task was to conduct questionnaires and write articles to highlight the ongoing trends amongst the Vietnamese consumers, which were published in Word Magazine.

Responsibilities: Writing press releases; Writing Cimigo columns for The Word magazine; Formulating quantitative research questions ... [see more](#)

Education



[RMIT University](#)

[Degree Name Bachelor with Distinction](#)

[Field Of Study Professional Communication](#)

[Dates attended or expected graduation 2009 – 2012](#)

GPA 4.0

Top 2% Graduate of RMIT University.

[Tran Dai Nghia High School](#)

[Degree Name Tran Dai Nghia High School](#)

[Field Of Study High School/Secondary Diplomas and Certificates](#)

[Dates attended or expected graduation 2006 – 2009](#)

English major

Skills & endorsements

1. [Copywriting](#)

[See 31 endorsements for Copywriting 31](#)



[Endorsed by Paul Stolle and 1 other who is highly skilled at this](#)



[Endorsed by 3 of Quynh's colleagues at RMIT University Vietnam](#)

2. [Market Research](#)

[See 26 endorsements for Market Research 26](#)



[Endorsed by 3 of Quynh's colleagues at RMIT University Vietnam](#)

3. [Advertising](#)

[See 25 endorsements for Advertising 25](#)



[Endorsed by Thuyni Do, who is highly skilled at this](#)



[Endorsed by 2 of Quynh's colleagues at DDB](#)

Industry Knowledge

1. [Integrated Marketing](#)

[See 16 endorsements for Integrated Marketing 16](#)

2. [Public Relations](#)

[See 15 endorsements for Public Relations 15](#)

3. [Press Releases](#)

[See 14 endorsements for Press Releases 14](#)

4. [Social Media](#)

[See 13 endorsements for Social Media 13](#)

5. [Marketing](#)

[See 13 endorsements for Marketing 13](#)

6. [Digital Strategy](#)

[See 12 endorsements for Digital Strategy 12](#)

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8. [Social Media Marketing](#)

[See 11 endorsements for Social Media Marketing 11](#)

9. [Digital Marketing](#)

[See 7 endorsements for Digital Marketing 7](#)

10. [Strategic Planning](#)

[See 7 endorsements for Strategic Planning 7](#)

11. [Event Management](#)

[See 7 endorsements for Event Management 7](#)

12. [Editing](#)

[See 7 endorsements for Editing 7](#)

13. [Proposal Writing](#)

[See 6 endorsements for Proposal Writing 6](#)

14. [Project Planning](#)

[See 6 endorsements for Project Planning 6](#)

15. [Creative Strategy](#)

[See 6 endorsements for Creative Strategy 6](#)

16. [Brand Management](#)

[See 6 endorsements for Brand Management 6](#)

17. [Analysis](#)

[See 5 endorsements for Analysis 5](#)

18. [Research](#)

[See 5 endorsements for Research 5](#)

19. [Online Marketing](#)

[See 5 endorsements for Online Marketing 5](#)

20. [Strategic Communications](#)
[See 5 endorsements for Strategic Communications 5](#)
21. [Brand Development](#)
[See 5 endorsements for Brand Development 5](#)
22. [Media Relations](#)
[See 4 endorsements for Media Relations 4](#)
23. [Media Planning](#)
[See 4 endorsements for Media Planning 4](#)
24. [Marketing Research](#)
[See 4 endorsements for Marketing Research 4](#)
25. [Corporate Communications](#)
[See 4 endorsements for Corporate Communications 4](#)
26. [Blogging](#)
[See 3 endorsements for Blogging 3](#)
27. [International Relations](#)
[See 3 endorsements for International Relations 3](#)
28. [Internal Communications](#)
[See 3 endorsements for Internal Communications 3](#)
29. [Creative Writing](#)
[See 3 endorsements for Creative Writing 3](#)
30. [SEO](#)
[See 3 endorsements for SEO 3](#)
31. [Copy Editing](#)
[See 3 endorsements for Copy Editing 3](#)
32. [Content Strategy](#)
[See 3 endorsements for Content Strategy 3](#)

33. [Online Research](#)

[See 2 endorsements for Online Research 2](#)

34. [Branding](#)

[See 2 endorsements for Branding 2](#)

Tools & Technologies

1. [Facebook](#)

[See 4 endorsements for Facebook 4](#)

Interpersonal Skills

1. [Teamwork](#)

[See 8 endorsements for Teamwork 8](#)

2. [Strategic Thinking](#)

[See 5 endorsements for Strategic Thinking 5](#)

3. [Qualitative Research](#)

[See 4 endorsements for Qualitative Research 4](#)

4. [Critical Thinking](#)

[See 3 endorsements for Critical Thinking 3](#)

5. [Intercultural Communication](#)

[See 3 endorsements for Intercultural Communication 3](#)

6. [Public Speaking](#)

[See 2 endorsements for Public Speaking 2](#)

Languages

1. [English](#)

[See 8 endorsements for English 8](#)

2. [Fluent English](#)

[See 3 endorsements for Fluent English 3](#)

Other Skills



1. [Marketing Communications](#)

[See 19 endorsements for Marketing Communications 19](#)

2. [Social Networking](#)

[See 7 endorsements for Social Networking 7](#)

3. [Creative Direction](#)

[See 5 endorsements for Creative Direction 5](#)

4. [Group Presentations](#)

[See 3 endorsements for Group Presentations 3](#)

Show less Show only Quynh's featured skills ^

Recommendations

Received (1)

Given (2)



[Jodie Trembath PhD](#)

[Director of Research at A New Approach \(ANA\)](#)

[July 8, 2014, Jodie managed Quynh directly](#)

I have known Quynh for many years now, firstly as her lecturer in the Professional Communication Program at RMIT, later when I employed her as a research assistant, and now as a professional colleague in the Communications field and a valued friend. Quynh always stood out as an intelligent forward think

...

[See more](#) ... [See more](#)

Accomplishments

Quynh has 3 languages 3

Languages



- English
- German
- Vietnamese

Quynh has 3 projects 3

Projects



- Heineken 140 years celebration
- Vinamilk 100%
- Abbott

Quynh has 1 organization 1

Organization



- Golden Key Association

Quynh has 1 publication 1

Publication



- Towards an Understanding of the Impacts of Localized Real Case Studies

Interests



[Bill Gates](#) 

[Co-chair, Bill & Melinda Gates Foundation](#)

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[HR Viet Nam \(Vietnam\)](#)

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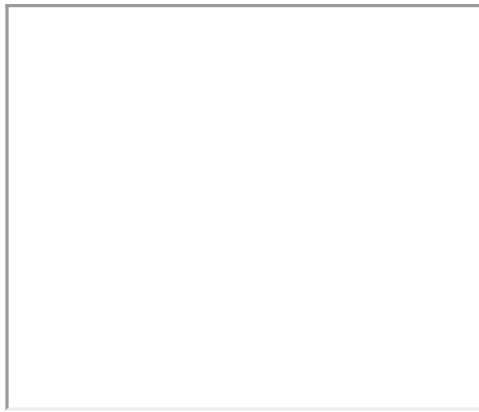


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