



Ly Nguyen

Campaign Performance Manager at Philips Vietnam

Connect

 **Message**

More...



[Try Premium Free for 1 Month](#)





Connect

 **Message**

...

Ly Nguyen · 3rd

Campaign Performance Manager at Philips Vietnam

Vietnam · 119 connections · [Contact info](#)

Philips Vietnam

**Foreign Trade University HCM
Campus**

People and pages related to Ly

See all

×

>



Panasonic

Page • Electrical & Electronic Manufacturing
181,939 followers

Follow



LG Electronics Brasil

Page • Electrical & Electronic Manufacturing
54,761 followers

Follow



LG Electronics

Page • Consumer Electronics
719,910 followers

Follow

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...)

... [see more](#)

Activity

122 followers

Posts Ly created, shared, or commented on in the last 90 days are displayed here.

[See all activity](#)

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)

... see more

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

Aug 2010 – Feb 2011

· 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.

Foreign Trade University HCM Campus

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

Show less ^

Interests

Beiersdorf

178,889 followers

Beiersdorf

Samsung Electronics



3,151,898 followers

ILA Vietnam



3,562 followers

DKSH



DKSH

159,466 followers

Piaggio Group



129,414 followers

Total



3,421,064 followers

See **TOTAL**

People also viewed

Nguyen Quoc •3rd+

[Marketing Communication at Sony Electronics](#)

Connect

•
Nguyen Minh Tuan •3rd+
Project Manager at GfK Vietnam

Connect



•
Thuy Ha •3rd
Marketing Manager at Kangaroo Group

Connect



•
Nhung Trần •3rd+
Administrative at GiaoHangTietKiem.vn

Connect



•
Quan Quach •3rd
Purchasing/Procurement at TPF Australia

Connect

▼ Show more

People you may know



•
BE BA (My Nguyen)
Recruitment Specialist cum Admin at Milensea Retail

Connect



Le Nhat Huy

President at UTE Logistics and Supply Chain Club

Connect



Khánh Linh Đỗ

Human Resources Assistant at Hachinet Software

Connect



Nguyễn Đình Đạt

Frontend Angular Developer

Connect



Nhi Dương

Student at Ton Duc Thang University

Connect

▼ **Show more**



Add new skills with these courses



Introduction to Social Media Strategy

11,068 viewers



Building Your Marketing Technology Stack

3,243 viewers



Google Universal Analytics Essential Training (2020)

211,974 viewers

[Show more on LinkedIn Learning](#)



About

Accessibility

Talent Solutions

Community Guidelines

Careers

Marketing Solutions

Privacy & Terms



Ad Choices

Advertising

Sales Solutions

Mobile

Small Business

Safety Center



Questions?

Visit our Help Center.






Manage your account and privacy



Go to your Settings.

Select Language



العربية (Arabic)



 Search messages 

After April 15, 2021, your read receipts and typing indicators setting will expand to all messages, including InMails and Message Requests.

[Manage settings](#) · [Got it](#)