

## Contact

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## Top Skills

Marketing

Digital Marketing

# Nguyen Tram

Marketing Project Manager at Zott Vietnam  
Vietnam

## Summary

- 2 years experienced as Marketing Project Manager at Zott Vietnam
- More than 2 years experienced as Marketing Manager at Delys JSC
- More than one year experienced as Product Manager at United Pharma
- Almost two years as Assistant Brand Manager at Wrigley Asia Pacific Ltd
- Almost two years as Senior Account Executive at Cheil Communications Vietnam
- Over 2 years as Assistant Brand Manager at Unza Vietnam

### Goals:

- Confident to build a successful brand in Vietnam Market

Specialties: - Good in communications & negotiation  
- Diligent, honest

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## Experience

Delys JSC  
Marketing Manager

Zott Vietnam  
7 years 1 month  
Marketing Project Manager  
March 2018 - Present (7 years 1 month)  
Ho Chi Minh City, Vietnam

Marketing Project Manager  
March 2018 - March 2020 (2 years 1 month)  
Ho Chi Minh City, Vietnam

Hiep Thuan Phat Co., Ltd  
Marketing Director

July 2022 - December 2022 (6 months)

Ho Chi Minh City, Vietnam

**Brand Identity:**

Manage and further develop the Little Étoile brand through communicating a consistent message both internally and externally.

Provide Little Étoile's brand key to MaxBiocare expert team aims to clear brand positioning for building long term Little Étoile's strategy both in brand & trade MKT

Ensure all marketing activities are conducted in accordance with brand strategy, visual guidelines and in compliance with MaxBiocare's ethic framing

Monitor performance of MKT activities

**Digital Marketing:**

Re-set Little Étoile's website for more friendly with consumer's need: feed basic nutrition information, kid's caring tips to mom & also build website as EC for company.

Implementation and development of digital activities such as social media strategy (Fanpage, Instagram, Tiktok, Youtube, Forum, Group,...)

**Communications responsibilities:**

Public Relation: Create topic, content, evaluate, design and implement regular and appropriate public relation initiatives

**Trade Marketing Channel:**

Key Consumer Centric activities: Strategically plan and lead Trade Marketing for consumer platform, from customer acquisition, segmentation, funnel management & campaign planning to implementation, revenue generation, measurement & campaign performance analysis.

Plan and implement cost effective campaigns to secure maximum ROI.

Channel Partnership Program: strategy and criteria build up for 1,000 Mom&Baby stores in nationwide, ensure all marketing activities are conducted in accordance with their business level.

**Nautilus Food Vietnam**

**Marketing Manager**

July 2020 - May 2022 (1 year 11 months)

Ho Chi Minh City, Vietnam

**Strategy & Planning:**

Plan & Measurement by yearly for all products of PFG.

Pricing Strategy setting up for each channel: Customers (MT, TT) & Consumers

Integrated Marketing Plan & Control ROI vs KPI

Marketing Budget Allocation & Management

Key customers satisfaction measurement & Action Plan

Brand Identity:

Manage and further develop all PFG's brand through communicating a consistent message both internally and externally inline with regional guideline

Co-work with MKT in headquarter (Thailand) to build brand positioning for

Marketing long term strategy both in brand & trade MKT

Ensure all marketing activities are conducted in accordance with brand strategy, visual guidelines and in compliance with PFG's ethic framing

Monitor performance of MKT activities

Digital Marketing:

Build EC for company: Website, Shopee, Tiki, Lazada, Tiktok shop.

Implementation and development of digital activities such as social media strategy (Fanpage, Tiktok, Youtube,...)

Trade Marketing Channel:

Key Consumer Centric activities: Strategically plan and lead Trade Marketing for consumer platform, from consumers acquisition, segmentation, funnel management & campaign planning to implementation, revenue generation, measurement & campaign performance analysis.

Plan and implement cost effective campaigns to secure maximum ROI.

Channel Partnership Program: strategy and criteria build up for KAMs in MT, Distributors & Retailers in TT nationwide, ensure all marketing activities are conducted in accordance with their business level.

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