

## Contact

[www.linkedin.com/in/nguyen-pham-5816a650](https://www.linkedin.com/in/nguyen-pham-5816a650) (LinkedIn)

## Top Skills

Analytical Skills  
Digital Strategy  
Retail

# Nguyen Pham

Digital Project Manager  
Ho Chi Minh City, Vietnam

## Summary

I have been experienced as a project manager for over 9 years and a team leader ( digital & brand). I have the ability and skills in organization, communication, and problem-solving, flexible. Able to establish and maintain excellent relations with customers, and events. Professional and personable with a positive attitude and a high level of enthusiasm and creative energy. Work well with others or independently, extremely responsible, resourceful, and reliable with all tasks and assignments. Collaborate with many agencies to livestream with KOL/KOC to develop branding and affiliate marketing.

I have been experienced over 6 years in retail fashion and over 3 years in premium cosmetics(Korean,USA and Australia), FnB and Dentist.

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## Experience

### Self-employed

#### Project Manager

November 2020 - Present (4 years 5 months)

Vietnam

- Plan all programs advertising on social media of partners.
- Executing all campaigns on Facebook ads/Google ads/GDN/ Youtube/Tik Tok
- Measuring and reporting about the point of the campaign on GA4/GTM/ SEMrush.
- Managing and setting goals on Zalo OA/Marketplace of Zalo/Shop
- Creating some ideas about clips/video and running campaign of advertising on Facebook/Instagram/TikTok for some customers/ small companies.
- Optimizing campaigns advertising on all channels and researching some SEO keywords to get more traffic to the website and ROAS goals for each digital media channel.
- Building up a monthly Marketing plan, budget & develop Promotion campaign.

- Managing and setting up campaign advertising on E-commerce sites such as Shopee, Lazada...
- Building up a plan for brand awareness and executing a plan of TVC and booking media on TV to partners
- Executing O2O marketing strategy to many shops/small businesses (cosmetic/fashion/restaurant/service)
- Building to App delivering to partners.
- My Partners: Bistro Truong Dinh restaurant, Ha Long Milk Tea, quán lá restaurant, lẩu Dê (Dr.De) restaurant, Cosmetic (small shop online of brand: Olive-young, Innisfree, L'Occiatane) , Hoa mặt trời dentist, Khương Barber, Hoang Bao Dentist.

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## Education

economic of university HCM

Master of Business Administration - MBA, Business Administration and Management, General · (2015 - 2017)