

Contact

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Top Skills

AI Solutions
Marketing Strategy
Brand Strategy

Honors-Awards

Top 4 - IU The Leader 2017 Contest
Most Creative Contestant - IU The Leader 2017 Contest

Vi (Sheryl) Nguyen

AI Marketing Trainer & Consultant | Tech-Savvy Marketing Woman
(AI & Automation) Knowledgeable across Multiple Tech Domains
Graduated from Top-Tier Schools Creative Problem Solver with
Logical Approaches
Ho Chi Minh City, Vietnam

Summary

Welcome to Sheryl's professional profile!

Progressive, proactive, and tech-savvy are 3 keywords that well describe me. I continuously and rapidly self-learn to enhance my knowledge and skills for proactive problem discovery and innovative initiatives, especially tech-related.

I am keen on technology and art as well as good at both logical thinking and creativity, therefore, I have taken this particularity into an ideal career in AI-driven marketing. Further, it's about digitalization and operations for thriving businesses.

Throughout years of experience in marketing, product, and operations in fast-paced environments, I have developed comprehensive skillsets to significantly contribute to any upcoming promising projects. As a team player, I always strive for mutual values and objectives.

On the other hand, the belief in 'sharing is caring' fostered me to take part in voluntary activities in UAN Marketing, a non-profit community run by thought leaders and enthusiastic youngsters. We have organized numerous meaningful events for marketers and startups since 2013.

If there is any proper opportunity for collaboration, don't hesitate to send me a message.

Glad to see you!
Vi (Sheryl) Nguyen

Experience

AIWIZE

1 year 2 months

AI Marketing Owner

July 2024 - Present (9 months)

Ho Chi Minh City, Vietnam

Directly report to CEO.

- Train and monitor marketing-focused AI assistants, ensuring they deliver personalized learning paths and workflow optimization for marketing role-specific professionals.
- Research and implement AI tools to optimize workflows for marketing teams, improving efficiency and reducing repetitive tasks.
- Create AI training materials and resources for users, showcasing practical applications of AI solutions in daily work and decision-making processes.
- Lead workshops and training sessions for clients and internal teams to enhance their understanding of AI and improve their adoption in day-to-day tasks.
- Design and standardize brand kits and guidelines to ensure consistent and professional branding across all marketing materials and platforms.

Champion Lead - CEO's Office

February 2024 - July 2024 (6 months)

Ho Chi Minh City, Vietnam

Directly report to CEO, CGO, COO.

1. Business Strategy Planning

- Devised OKR for the whole corporation including 3 subsidiary companies.
- Developed a go-to-market B2B plan utilizing the corporate ecosystem.
- Digitalized process and task management system.

2. Sales Operations

- Shaped the corporate business strategy through sales bag, territory planning, demand generation, capacity planning, and quota & incentives planning.
- Set up an account management system with automations of task updates and sales reports.
- Streamlined sales processes including quotation letters, sales kit, sales policy, terms & conditions, workflows, and forecast calls.
- Built and managed sales forecast and pipeline health with dashboards and analytics.

- Trained salespeople about technology usage, franchise sales methodology, deal qualification, sales approaches, and techniques.
- Proposed and organized partnership programs for each key account.

3. Marketing Automation Planning

- Evaluated CRM systems to identify the one that fits business requirements.
- Analysed user data to track user behaviors.
- Captured touchpoints and tactics to elevate customer experience.

4. Community Management

- Coordinated daily community activities, including updating industry news, managing discussions, responding to feedback, and resolving issues.
- Organized online events to enhance interaction and engagement within the community.
- Monitored and analyzed community engagement metrics, reported results, and suggested improvements.

Tera Group Co., Ltd

1 year 4 months

Customer Experience Lead

March 2023 - February 2024 (1 year)

Ho Chi Minh City, Vietnam

Directly reported to CGO, CDO.

- Devised OKR for Customer Experience team.
- Accountable for team delivery of materials and communication.
- Instituted workflow, project roadmap, bi-weekly retrospective meeting, and daily short update.
- Fostered team spirit and productivity.
- Guided members and give them a hand as soon as possible.
- Enhanced recommendation system for better user experience.
- Weekly reported to BOD.

Marketing Automation Specialist

November 2022 - February 2024 (1 year 4 months)

Ho Chi Minh City, Vietnam

Directly reported to CGO.

- Researched, analyzed and captured customer life cycle and appropriate attributes & touchpoints.

- Built and executed customer journey & mobile user journey by segmented & personalised behaviour-based strategies, tactics, flows, use cases and messages.
- Optimized customer experience & mobile user experience measured by account creation rate, MAUs, DAUs, campaign reach, CTR and conversion rates.
- Created engagement programs including loyalty, gamification, shoppertainment, and content-based recommendation & promotion.
- Consulted clients with content-to-commerce digital experience.
- Utilized unified omnichannel personalization tools such as SAP Emarsys or CleverTap to set up and deliver automation marketing campaigns.
- Associated with SAP Customer Data Platform (CDP) tool for customer insight & behaviour tracking and data mapping & management.
- Defined digital customer identity and consent management in SAP Customer Data Cloud tool.
- Cooperated with internal (BOD, Technical, Data, Content Management, Design, Marketing, Sales, Customer Services, etc.) and external stakeholders for alignment, integration and activations.

AREVO

Marketing Associate

November 2021 - October 2022 (1 year)

Ho Chi Minh City, Vietnam

Directly reported to Marketing Manager.

- Monitored and tracked customer happiness levels.
- In charge of customer care and after-sale service to meet the company service level.
- Managed and executed ecommerce fulfillment tasks to ensure timely product delivery.
- Provided reports for management.
- Coordinated with cross-functional teams (Logistics, Manufacturing, Finance, Supply Chain etc.) to ensure the workflow of marketing operations.
- Assisted and coordinated the development of consumer e-commerce websites (including product listings, payment, promotion etc.).
- Managed and performed marketing administration and operation tasks.
- Responsible for worldwide social listening and Vietnamese customers' insight.

Meete.co

Marketing Growth Associate

January 2020 - October 2020 (10 months)

Ho Chi Minh City, Vietnam

Directly reported to CEO.

- Arranged meetings with strategic partners for CEO.
- Acquired 10 new merchants within first week of working.
- Implemented 6 campaigns for user acquisition and increasing in-app active users in voucher booking and delivery service.

Education

University of the West of England

BA (Hons), Business Management

International University - VNU HCMC

Bachelor of Business Administration - BBA, Business Administration and Management, General