

## Contact

[www.linkedin.com/in/sangtn](https://www.linkedin.com/in/sangtn)  
(LinkedIn)  
[sangtn.com/](https://sangtn.com/) (Portfolio)

## Top Skills

Digital Marketing  
Event Management  
Management

# Sang Nguyen

UI/UX Designer ([sangtn.com](https://sangtn.com/))  
Vietnam

## Experience

Seek Sophie  
UI/UX Designer  
January 2023 - Present (2 years 5 months)  
Singapore

Gourmet Partner Vietnam  
Marketing Executive  
April 2022 - December 2022 (9 months)

The Business Executive Network  
Marketing & Communications Coordinator  
April 2020 - April 2022 (2 years 1 month)

- Developed strategic marketing plan aligned with the company's target audience and objectives.
- Planned, ran, evaluated social media (Facebook, LinkedIn) campaigns in gaining followers, increasing engagement, online leads and awareness for the brand.
- Set up CRM system (Hubspot) and collected clients' data from websites. Supported email marketing team in sending newsletters, invitations.
- Responsible for designing marketing materials for 100+ events for CEOs: posters, backdrops, printed invitations, e-newsletters, sponsorship packages, etc.
- Led 3 projects building websites (developed ideas, UX, UI), one of which is [C] Vietnam magazine, a magazine for CEOs, by CEOs ([www.executives.asia/cvietnam](http://www.executives.asia/cvietnam)).
- Worked closely with agencies, photographers and videographers to deliver digital productions.
- Coordinated 20+ offline corporate events (members meetings, workshops, business leaders lunches, etc.)

lostinsaigon.com  
Co-Founder  
June 2017 - December 2020 (3 years 7 months)  
- Operated 478 tours for 1,071 tourists from 15 countries

- Partnered with 5+ most popular OTAs: Klook, Viator, Airbnb, Traveloka, Expedia, Getyourguide, etc.
- Built strong relationships with 50+ hotels and homestays in HCMC in order to maximize offline sales
- Awarded TripAdvisor Certificate of Excellence in 2020
- Listed in top 17 (out of 285) must-try food & drink services in HCMC by TripAdvisor

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## Education

University Of Finance and Marketing

Bachelor's degree, Marketing · (2015 - 2019)