

Contact

www.linkedin.com/in/phatnhh
(LinkedIn)

Top Skills

Business Development
Performance Marketing
App Marketing

Languages

Vietnamese (Native or Bilingual)
English (Professional Working)

Certifications

Brand Management: Aligning
Business, Brand and Behaviour
Data-driven marketing: Use Google
Ads and Google Analytics to
measure
Effective Teamwork
Critical Thinking
Fundamentals of Digital Marketing

Honors-Awards

Top 6 Finalist Young Marketers 8 -
Elite 2020 Recruitment
Fresher in Marketing - VNG Level Up
Fresher 2021

Phat Nguyen

Analyst, Business Development @ AppLovin
Ho Chi Minh City, Vietnam

Summary

Thank you for stopping by my LinkedIn page. I'm Phat Nguyen, a results-oriented marketer with a passion for the gaming and app industry. I have accumulated a proven ability to develop and execute data-driven marketing strategies across the entire user lifecycle, from initial acquisition to ongoing engagement.

Experience

AppLovin

Analyst, Business Development
September 2024 - Present (7 months)
Ho Chi Minh City, Vietnam

Creating meaningful connections between you and your ideal customers

VNG Corporation

3 years 2 months

Marketing Owner & User Growth
January 2023 - August 2024 (1 year 8 months)
Branding & Performance Marketing

Marketing Associate

October 2021 - December 2022 (1 year 3 months)
Ho Chi Minh City, Vietnam

Marketing Fresher

July 2021 - October 2021 (4 months)
Ho Chi Minh City, Vietnam

VNG Corporation is a Vietnamese technology company, founded in 2004, specializing in digital content and online entertainment, social networking, and e-commerce. VNG focuses on four main businesses, including online games, platforms, digital payments and cloud services. In 2014, VNG was evaluated 1 billion US dollars by World Startup Report and became Vietnam's first ever unicorn start-up.

Started as a Marketing Fresher from the VNG Level Up Fresher 2021 program after surpassing over 1000 applicants, I set myself up in a long-lasting journey with the company, establishing the goal of becoming a contributory part in the future. The 15-month training program gave me the foundation of becoming a strong and well-equipped marketing owner in the future.

Education

University Of Economics Ho Chi Minh City

Bachelor's degree, Marketing · (2018 - 2022)

Long An High School for the Gifted

High School Diploma, English · (2015 - 2018)