



NGUYEN LE PHUONG THAO

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A highly motivated and enthusiastic individual with strong willingness to learn. Quickly adapt to a diverse variety of working environments and put effort into accomplishing tasks.

EDUCATION

UNIVERSITY OF ECONOMICS HO CHI MINH CITY - UEH
Marketing - GPA: 8.41/10

Aug 2020 - Present

EXPERIENCE

OGILVY - ADVERTISING

Account Assistant

Aug 2022 - Present

- Assist Senior Account Executive & Account Director in handling client service to ensure a smooth working process between Agency and Client.
 - Cooperate with 3rd parties (production houses, freelancers, agency partners) to provide full service that meet the clients' needs.
 - Coordinate internal departments (Planning, Creative, Finance) to manage the project's timeline, progress, keep the whole team updating on all brand activities.
 - Manage project budget, paperwork and billing process with both clients & suppliers.
 - Research, brainstorm and propose ideas as well as support Account Executive complete proposals for projects, especially in creative projects
- * Key client: Coca-Cola (Coke, Nutriboost, Thums Up), Carlsberg, Castrol.

Skills: Account Management · Project Planning · Conflict Resolution · Business Strategy · Budget Monitoring · Marketing Strategy · Strategic Communications

MARGROUP

Vice Head of SMAG

Sep 2021 - Present

SMAG's services include: Media (Fanpage Booking, Media Booking, Content Design/Production) and Online PR (social media seeding, event)

As the Vice Head of SMAG, my responsibilities were:

- Developed strategies and action plans to achieve Margroup's objectives
- Promoted Margroup's image among businesses and organizations
- Organized and evaluated periodic brand activities
- Coordinated internal team of 23 members and sometimes 6 other departments in Margroup to execute manifold tasks and projects.
- Worked as an Account Manager for all SMAG projects

Achievements:

- Increased revenue by 40% in comparison to the previous tenure (Record-breaking revenue)
- Created a new portfolio and restructured SMAG's strategy and operations to transform it into a media agency

Collaborator of SMAG

Oct 2020 - Sep 2021

CERTIFICATES

TOP 30 OF PEAKING POINT - SOCIAL MARKETING COMPETITION 2022
VietSeeds Foundation Scholarship
IELTS 7.0