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# Experience

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| nov 2022 – may 2023Social media manager | Marketing manager, gmtstock  * Scheduled content posts on Google Sheets and designed content on Canva and Figma monthly to ensure a consistent and visually appealing social media presence. * Increased lead generation by an impressive 168.2% during difficult times, resulting in more than 50 individuals actively messaging to access the service in just three months, according to Meta Business Suite. * Collaborated with various departments to design offline event campaigns, attracting over 8000 people through engaging organic posts. * Produced highly specialized content on finance analysis, reaching up to 17.1k individuals and driving meaningful interactions with the target audience. * Maintained a visit growth rate of 32.5% and achieved a substantial increase of 52.8% in page likes, even in challenging circumstances. * Developed and executed a highly successful Reach Growth Strategy, resulting in a remarkable 3000% increase in reach and a 160% growth in new leads within a single month (Feb to March). * Actively supported and contributed to the company's development strategy, introducing innovative approaches to drive growth and navigate difficult times.  JUn 2022 – nov 2022digital marketing manager, gmtab  * Run the social media for JM Marvel Hotel and its small branches JM Spa and Cloud Sky Bar * Generated up to 424% growth in engagement and up to 188% growth in reach through JM Marvel's Facebook with organic posts; Instagram engagement increased by 92%, page visits increased by 198.4%, and reach grew by 146.1% (according to Meta Suite) * Wrote sales articles for JM Marvel and attract more than 3000 audiences to reach on Facebook * Helped JM Marvel Hotel to increase 256% in leads and increase the number of customers by three times * Researched marketing strategy and planned up for JM Marvel and CASHow media channels * Led the communication plan and built concept ideas for Cloud Sky Bar's product photos  JUL 2021 – JUL 2022Co-founder | content writer, psychology makes sense (instagram)  * Coordinated the Instagram team to initiate marketing campaigns and activities, reaching 10.000 followers within the first 3 months. * Translated psychology content from websites and specialized books * Wrote and directed an ebook – Từ lắng nghe đến giao tiếp, acquiring 1100 registrations in only one week * Lead the customer feedback and conversation operation, helped and advised directly more than 30 audiences regarding mental health and psychological concerns. * Followed and supported by large influencers and organizations such as content creator La Trang, Actress Do Khanh Van, MC Khanh Vy, Youtuber Moe Đi Đâu, Anh Đại Tổng, the CAOCAO ecosystem and Key4 ecosystem. * Featured in Caocaogram's 'Insta Mastery' Business Course, as an example of content quality and Instagram growth. * Wrote advertising content for READ Books, Toàn thư Tâm lý học and Bloom Collection, set three books of Thay tư duy – Xoay cục diện and attracted more than 800 audiences. |
| May 2019 – JUL 2020Sales, Las Edu – PHYSICS CLASS  * Innovated the marketing strategy on Facebook page, which improved more than 250% the engagement rate * Managed, replied the message and supported the customers on Facebook page * Achieved the title of Exceeding double sales three times * Built up the relationship with customers by using CRM on Excel * Planned and reported about working process weekly and monthly * Trained in sales and marketing knowledge |

# Certification

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| global private bank Virtual Experience Program, forage – june 2023  * Bridged success with other professionals * Practiced effective communication skills while building trust with a COI * Understood success together * Nurtured existing contacts for new clients * Conducted a client review presentation for a High-Net Worth client * Diversified safety with asset allocation   **Skills:** Communication, Relationship Building, Networking, Problem Solving, Presentation, Sales, Prospecting, Technical Skills Introduction to strategy consulting Virtual Experience Program, forage – june 2023  * Acknowledged and challenged the assumptions that guide today’s thinking * Reframed questions, doubted assumptions and built a new reference point to set up a valuable brainstorming session   **Skills:** Critical Thinking, Creativity, Brainstorming lululemon Omnichannel Marketing Virtual Experience Program, forage – May 2023  * Developed an integrated marketing plan * Digital transformation of the retail guest experience   **Skills:** Written & Visual Communication, Strategic & Analytical Thinking, Digital Transformation, Market Research, User Research Social media marketing, coursera  * "**Introduction to Social Media Marketing** " - Meta (Jan, 2023) * "**Social Media Management**" - Meta (Feb, 2023) * "**Fundamentals of Social Media Advertising** " - Meta (Mar, 2023) * "**Advertising with Meta**" - Meta (Apr, 2023) * "**Measure Optimize Social Media Marketing Campaigns**" - Meta (Apr, 2023) |
| psychology, coursera  * "**Social Psychology**" - Wesleyan University (Oct, 2020) * "**Introduction to Psychology** " - Yale University (Aug, 2021) * "**Moralities of Everyday Life**" - Yale University (Nov, 2021) |

# Skills

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| * Instagram marketing * Market research * Copywriting | * Social media management * Communication planning * Content development |

# Education

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| 2021 - 2025medical laboratory techniques, Hanoi university of health public |
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