

HONG GIANG TRAN

MARKETING EXECUTIVE

Highly organized Marketing Executive with 6,5 years in business administration filed and 4 years in marketing and communication. Areas of expertise include event management, direct marketing and communication, digital and PR



✉ tgiang226@gmail.com

☎ (+84) 0912 694 868

📍 27/29 Vong Thi St, Tay Ho Dist, Hanoi, Vietnam

📅 22 June, 1989

WORK EXPERIENCE

Marketing Specialist

Laboratoire Aguettant France

04/2019 – 04/2020

Hanoi, Vietnam

a Branded French Pharmacy Company

Achievements/Tasks

- Plan and execute pharmaceutical marketing campaigns included Communication Plan & Sales Events including event, digital and direct marketing with involvements of stakeholder and agencies
- Assist Product Manager to implement marketing campaigns, marketing tools and launching new products, marketing budget planning, landing project, budget classification, coordinate with designer to create aesthetic brand image
- Execute Marketing campaign evaluation & ensure regular update, coordinate with agencies and involvements and support sales team as needed
- Research and propose action plan to optimize sponsorship

Administration Executive & Legal Secretary

Brendel and Associates Law Company

07/2012 – 12/2018

Hanoi, Vietnam

a German Law Firm found in 2008

Achievements/Tasks

- Handle general affairs and liaise with government agencies such as the Ministry or Department regarding the documents, issue & any coordination.
- Provide general administrative support to all departments and responsible for secretarial tasks, work permit and visa support, travel arrangements & other tasks
- Support lawyer as assigned, handle communication and liaison with various government authorities and embassies
- Provide consultation on administrative and communication issues.

Contact: Ms Vu Hoang Ngoc Diep – Phone: 0933 942 741

Sales & Marketing Coordinator

Vietnam Chamber of Commerce and Industry
VCCI

01/2011 – 06/2012

Hanoi, Vietnam

Tasks

- Provide consultation on educational courses
- Support sales team to draft contract, payment tracking and translation when needed
- Coordinate with supplier to have marketing tools and gimmicks and assist to operate event, workshop, seminar

SKILLS

Creativity

Communication skills

Interpersonal skills

Result-oriented

Can-do spirit

Event management

Open-minded

Dynamic and reliable

Leadership

EDUCATION

Business English- Bachelor of Arts
Vietnam University of Commerce

09/2007 – 08/2011

Hanoi, Vietnam

CONFERENCES & COURSES

Customer Relationship Effectively (01/2020 – 01/2020)
Corporate Training Solutions

Digital Marketing 4.0 - Google (07/2019 – 11/2019)
Google

- Social media strategy
- Content development in social media
- How to measure online success
- Omni marketing

INTERESTS

Aikido

Reading

Riding bike

Running



Fast C campaign that focus on pregnant women and maternity hospitals

