

NGUYEN PHUONG THAO

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EDUCATION

NATIONAL ECONOMICS UNIVERSITY OF VIETNAM (NEU) 2009 – 2013

- Bachelor's degree in Business Administration | Major: Tourism & Hospitality Management
GPA: 8.03 | Degree Classification: Good

INTERNATIONAL ENGLISH LANGUAGE TESTING SYSTEM (IELTS)

- Total band score 6.0/9.0

CERTIFICATIONS & AWARDS

NATIONAL ECONOMICS UNIVERSITY OF VIETNAM (2012-2013)

- Scholarships for outstanding students granted by Board of Management

GOOGLE PARTNER

- Google Adwords Fundamental Certification

COMPETENCIES

- Capable of both teamwork and individual work
- Carefull planning, smooth organization and excellent execution
- Well-developed communication both verbal and written
- Flexibility and ability to work under pressure and tight deadlines
- Perseverance
- Proactivity
- Tech-savvy

REFERENCES (please be noted that contact will be provided upon request)

Ms. Nguyen Thi Duc Hanh – Marketing Manager – TMG Hospitality

Ms. Ngo Thuy Ngan – Crafted Asian Journeys Manager - Buffalotours

EMPLOYMENT HISTORY

MAY 2016 - PRESENT

Marketing Executive | Alba Hospitality – Open Asia, a strategic division of Open Asia currently managing hotels, restaurants, outside catering and resorts. The following properties currently belong to Openasia Hospitality:

- Alba Spa Hotel, Hue City - Vietnam
- Alba Hotel, Hue City - Vietnam
- Alba Hot Springs Resort, Hue City – Vietnam
- Alba Onsen & Resort, Hue City - Vietnam

Key Role: (1) Maintain and implement marketing & communication initiatives to support the achievement of the annual revenue target & enhance brand recognition of each existing properties. (2) Create & implement marketing & communication plan for the launch of brand new resort in 2017: Alba Onsen & Resort.

- **Manage and develop multi online channels for all properties to achieve the annual revenue target:**
 - Manage CRM systems and websites of all properties
 - Manage and deliver marketing tactical initiatives for all properties: social media channels, newsletter, pay-per-click channels
- **Data Analysis & Market Research:**
 - Manage & analyse internal & external database to build Marketing Plan & Report
 - Build media plan and media cost optimization that meet business requirements to achieve budget
 - Implement desk research to have regional perspectives & decision making
- **Manage the in-house and outsourced creative team:**
 - Create collaterals & marketing materials for all hotels' and resort's communications and enhance brand recognition of Alba Hospitality
 - Organize photography / videography shoots & core events, famtrips
- **Manage PR & communication activities to ensure that all communications are targeted at the right audience and delivered on-time**
- **Manage partnership activities:**
 - Seek and choose suitable partners for each seasonal campaign
 - Maintain partner / media relationship

OCT 2015 – MAY 2016

Digital Marketing Executive | TMG Hospitality As a subsidiary of TMG - Thien Minh Group, a leading of travel and hospitality group operating in Asia for over 21 years, encompassing 4-star and 3-star international-standard brands, providing a large range of destination options across Indochina. TMG Hospitality's brand portfolio includes Victoria Hotels & Resorts, ÉMM Hotels & Resorts, Mai Chau Lodge, L'Azalee Cruises and Emeraude Cruises.

Key Role: (1) Lead team to implement digital marketing & communication initiatives ensure brand recognition of each existing properties in online channels & achieve annual revenue targets.

- **Manage and develop multi online channels for all properties:**
 - Create the brand new website for L'Azalée Cruises (<http://www.lazaleecruises.vn/>)
 - Manage CRM systems and websites of all properties
 - Manage and deliver marketing tactical initiatives for all properties and head office: social media channels, newsletter, pay-per-click channels
 - Build customer service process: pre-arrival email, upon arrival and after-trip feedback to get customer insights
- **Data Analysis:**
 - Build social listening report and campaign report
 - Build media plan and media cost optimization that meet business requirements to achieve budget
 - Daily up – to – date new trends & the change in technology / digital marketing in order to enhance for TMG's brands
- **Support PR & communication and partnership activities according to business objectives**
- **Manage Marketing Campaign for planning, implementation & tracking / report**

JUN 2016 – OCT 2015

Digital Marketing Executive | Mytour Vietnam – Recruit Holding Japan Mytour.vn provides online hotel, airline ticket and tour booking service with the best price for travelers. It belongs to Recruit Holdings from Japan.

Key Role: (1) Lead team to manage digital marketing & communication initiatives achieve annual revenue targets.

- **Manage and monitor multi online channels to meet monthly target:**
 - **Email Marketing:** maintain with given budget, objective and KPIs. Building plan to send newsletters monthly, creating content, build HTML code
 - **SEM Activities:** Maintain Pay-per-click (PPC) campaigns across multiple channels in Google Adwords in-house, including Search, Display, Remarketing and Gmail Sponsored Promotion
 - **SEO Activities:** Support to provide keyword list (based on Google Adwords), write content for SEO purpose with guidance provided
 - **Social Media Channels:** coordinate with other members in team to provide social content trend for all social media channels to ensure the interaction with customers
 - **Video Marketing:** lead team to create story board, implement video shooting in house and viral 5-stars Hotel review videos on Youtube channel
 - **Retargeting Channel:** Partner strategically with many international digital agencies (Google, Criteo, Sociomantic & VEinteractive) to set up and manage the display ads (retargeting) campaigns.
- **Analyze and Report:** Monitor weekly & monthly report of all Online Marketing Channels to evaluate campaigns and website performance based on Google Adwords and Google Analytics data to provide insight analysis and next action plans.
- **Research, review** the situation of market and analyze competitors' activities to define next action plans.
- **Branding Activities:** Coordinate with other team members to organize annual events, write Public Release and build advertisements creative.
- **Self-study HTML / CSS inline** fluently to build E-Newsletter template and landing page.

OCT 2013 – JUN 2014

Assistant Digital Marketing | Buffalo Tours – TMG (Thien Minh Group) Buffalo Tours - Thien Minh Group Vietnam's largest privately owned destination management company with offices in Vietnam, Cambodia, Laos, Thailand, Myanmar, Australia, United Kingdom, United States of America and Japan. (www.buffalotours.com)

Key Role: (1) Support digital marketing & communication activities to achieve annual revenue targets.

- **Copy Writer:**
 - Manage online content in CRM system for Buffalo Tours' websites in 4 languages
 - Maintain content for social media channels for English speaking audience
 - Manage content for Buffalo Tours' Travel Blog and compose blog posts in a weekly basis
- **Data Analysis:**
 - Carry out industry research to identify advertising trends by industries; research website audience's online behavior
 - Analyze advertising inventory and revenues composition by products and sales team