

Tuan-Nguyen Van

Resume



PERSONAL INFORMATION

Full name	Nguyen Van Tuan
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EDUCATION

2013	Bachelor of Arts in Business Administration, HCMC International University , Vietnam National University.
Bachelor thesis	Relationship between customer's expectation on own-brand food quality of retail brand and customer's purchase intention - the case of Metro Cash & Carry Vietnam.

WORKING EXPERIENCE

E-Circle – Event Management 10/2017 – 06/2018	Product Manager – (40% Event Management, 40% Tech Researching and Deploying, 20% Paid Marketing Optimization) E-Circle (E-Circle.asia) is an event agency which is focusing on applying technology into event management. Not only providing professional event management services, we have been also introducing to our customers such as QR code event checking, 360-degree video live streaming. As a product manager, I am in charge of researching and deploying modern technology into event to leverage customer experience. Some of our valuable customers: TPBank, Sun Group (SKY36, Danang Novotel), CapitaLand.
FES Technology - Goibacsi Project 08/2016 – 08/2017	Founder – (50% Product Development, 20% Business Development, 15% Team Management, 15% Digital Marketing Management) Goibacsi.vn is a Health Tech Start-up which had been started at Aug/2016 and officially launched at Apr/2017. This project was aimed to become a telecommunication gateway to connect Doctors and Patients for telehealth consultation purposes.

Core Team's member: 4 full-time members took part in the project including 2 code developers, 1 Business Development, 1 Designer.

Achievements:

- 8 medical doctors providing 11 specialties on system.
- More than 100 telehealth consultations in the last 3 months.
- 1 hospital and 2 clinics accepted to join in Goibacsi project.

**Saigon Dev -
Marketing and
Project
Management
Freelancer**

01/2016 – 08/2017

Team Leader – (40% Website development and Paid Marketing Optimization, 40% Product Management, 20% Team Management)

Saigon Dev is a small group of freelancers including digital marketers, developers and designers in Saigon.

Highlight projects:

- Quick Print – The first online printing business in Vietnam

Duration: March and April - 2016

Tasks and duties: Leading the team including 1 PHP developer and 2 designers to plan and execute the online printing business - Quickprint.com.vn.

- Catmac – Online Fashion business

Duration: Jan 2016 – Aug 2017

Tasks and duties: In charge of executing online marketing activities through social media channel and building ecommerce website – Catmac.vn.

**Propzy Inc
(E-commerce)**

07/2015 – 11/2015

Digital Marketing Executive, Marketing Department

(80% Digital Marketing Management, 20% Product Development)

Activities:

Planning and monitoring viral content of Social Media channels (Facebook Fanpage, LinkedIn, Google+, WordPress and other forums) Managing paid campaigns such as Facebook Ads and Google Ads to targeted users including planning, implementing, analysing and optimizing.

Planning and executing SEM plan to promote website by keywords.

Planning and executing Affiliate Marketing program.

Analyzing and Improving UI and UX of Propzy.vn.

**NRH Vietnam Ltd
(E-commerce)**

04/2014 – 04/2015

Marketing Executive, Online Food Ordering Mobile Application

(40% Offline Marketing Management, 10% Public Relation, 30% Business Development, 20% Product Management)

Activities:

Leading activation campaign for a new Life-style Mobile APP in Vietnam – Life@ District 7.

Building product awareness for Life@ District 7 through online and offline channels.

Establishing cooperation with restaurants at District 7.

Holding successfully 3 days Launching Event at Crescent Mall

(<https://youtu.be/pbdjIKLSeG0>).

Building a positive awareness to customer at District 7.

**Mercedes-Benz
Vietnam Ltd**
03/2013 – 9/2013

Internship, After-Sales Marketing and Sales Department
(100% offline marketing support)

Activities:

Working as Marketing Assistant to After-Sales Marketing team.

Achievements:

Gaining experience in automotive industry

Being trained to do marketing material, such as car catalogue, leaflet and brochure, in professional way (Mercedes-Benz standard).

SKILLS

Languages	Vietnamese English (Business Academic Advanced)
Online Marketing skills	Social Media Management (Facebook, LinkedIn, etc) Search Engine Management (SEO, Google Adwords and Analytics, Display networks, etc) Planning, executing and evaluating online marketing campaign Analyzing and developing web/app IU/UX
Soft skills	Project Management/ Product Management Analytical and Numerical Skills Researching Scrum
Technical skills	Wordpress Python (Complete Python Bootcamp on Udemy) Django – version 2 (Complete The Ultimate Django 2 course on Udemy)

REFERENCES

Ph.D Ho Nhut Quang, Vice President, HCMC International University.

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