

**ERIC TRAN**

Apply for Marketing Manager / Brand Manager

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Distric 11 - Ho Chi Minh City

GIỚI THIỆU BẢN THÂN

- 4 years of experience in Marketing & Branding (Global brand - Australia);
- 3 years of experience in Customer Services & Operations;
- Presenter in BOD Quarterly-meetings (in English); Directly report to Director;
- Incorporate with Branch to achieve Opening Sales KPIs (Average 134%) in Grand Opening Event (Have launched 11 branches);
- Skillful in Marketing (Multi-Channels); Branding; Customer Services; Operations; Communication; B2C Sales/Marketing strategy; Sales events; Market intelligence; Customer insights; Data analyst.

KỸ NĂNG

Intermedidate English

Communication Chinese, Cantonese

Microsoft Office

**HỌC VẤN****VAN LANG UNIVERSITY****10/2012 - 05/2016**

Bachelor of Economics - Valedictorian

- Business Administration Department
- GPA: 8.28/10

**KINH NGHIỆM LÀM VIỆC****TEEG - THE EDUCATION & ENTERTAINMENT GROUP FROM AUSTRALIA - TIMEZONE VIETNAM PROJECT****02/2021 - HIỆN TẠI**

Deputy Marketing Manager (Acting Marketing Manager)

Main responsibilities

- Direct-marketing-reporter to BOD in The BOD meetings (Quarterly / in English), Directly report to Director;
- Media Relations & Public Relations (Advertorial, PR Press release,...);
- Develop marketing strategies and tactics to position the company in the market;
- Monitor the monthly, quarterly, annually marketing budget and allocate funds effectively;
- Working with Operation Team (Branches) to achieve weekly sales goals;
- Recruitment, training, and coaching Team;
- Build strategic and relationships with key partners (QSR, Grab, VinID, AEON Mall, Vincom, TAPTAP, Momo, Shopee...);
- Do the market intelligence, customer insights, data analysis, trending forecast;
- Customer Relation (handling serious complaints).

Recognition and Gains

- Being the 2nd staff of the company after Director, contributed to the business project since its first day launched in Vietnam Market in early 2018.
- Hand into built-up Timezone brand - have launched 11 venues in Hanoi, HCM, Hai Phong, Vinh, Binh Duong, Can Tho after 4 years of development in the Vietnam market, with a hundred billion VND annual revenue.

TEEG - THE EDUCATION & ENTERTAINMENT GROUP FROM AUSTRALIA - TIMEZONE VIETNAM PROJECT**01/2019 - 01/2021**

Marketing Team Leader (Acting Marketing Manager)

Main responsibilities

- Direct-marketing-reporter to BOD in The BOD meetings (Quarterly / in English), Directly report to Director;
- Develop marketing strategies and tactics to position the company in the market;
- Deploy marketing campaigns and supervise the implementation of a marketing campaign from ideation to execution;
- Working with Operation Team (Branches) to achieve weekly sales goals;
- Recruitment, training, and coaching Team;
- Build strategic and relationships with key partners (QSR, Grab, VinID, AEON Mall, Vincom, TAPTAP, Momo, Shopee...);
- Measure and report the performance of marketing campaigns;
- Gain insight, analyze consumer behavior and adjust marketing strategy accordingly;
- Working with agencies and influencers

AUSTRALIA - TIMEZONE VIETNAM PROJECT

Marketing Executive

Main responsibilities:

- Create awareness and develop the brand;
- Deploy digital channels: Facebook Ads, eDMs, SEO,...;
- Produce creative content, including videos and photos, social posts, media channels to enhance audience engagement;
- Communicate with target audiences, build and develop customer relationships;
- Work closely with in-house or external creative agencies to design marketing materials such as brochures and adverts;
- Execute marketing plans, advertising, campaigns, activities;
- Support to conduct market research;
- Working with agencies and influencers

CALIFORNIA FITNESS YOGA CENTER**09/2016 - 12/2017**

Operations & Customer Services Supervisor

Main responsibilities:

- Fitness contract audit;
- Recruitment, functional skill training for new staffs;
- Operate fitness club with over 1000 check-in/day;
- Support Operations Manager to monitor the monthly operating budget;
- Build the relationship with club members, deal with customer's complaints.

CALIFORNIA FITNESS YOGA CENTER**03/2015 - 08/2016**

Customer Services Officer

Main responsibilities:

- Welcome Cali-member to the fitness club (daily);
- Club operation report to Manager (daily);
- Create activities and events for Cali-member (monthly);
- Support Cali-member in doing the survey (monthly);
- Doing events to support sales (monthly);
- Finalizing membership contract (paperwork).

ZOOM MEDIA VIETNAM - EVENT AGENCY**09/2014 - 04/2015**

Event Planner

Main responsibilities:

- Monitor event area, manage PG – PB in the events;
- Support Event Team in making proposals, brainstorm activities for client's event;

Event deployed:

- Dec 2014 - Lancôme Event - "Happy Xmas Holiday" at Diamond Plaza
- Nov 2014 - Vie-Pan Techno Park Inauguration at Hiep Phuoc Industrial Park
- Nov 2014 - Laneige Customer Appreciation Event - "Sparkling Party" at CGV Hung Vuong
- Oct 2014 - Lancôme Product Launch Event - "My Beauty Render – Vous" at Sofitel Hotel

VAN LANG UNIVERSITY - INFORMATION CENTER**07/2013 - 01/2015**

University Admission Consultant

Main responsibilities:

- Provide grade-twelve students with university admission information on the entrance exams and career choices;
- Counsel and supports to high school students in their undergraduate course choices at Van Lang University;
- Support the University Admission Workshop at Van Lang University.

**HOẠT ĐỘNG**

GREEN SUMMER CAMPAIGN**07/2013 - 08/2013**

The Student Association of Van Lang University

Teach english for poor children

VAN LANG UNIVERSITY - BUSINESS ADMINISTRATION**02/2013 - 04/2015****DEPARTMENT**

Member of Executive Committee of The Youth Union

Roles and Duties

- Understand the aspiration and desires of the students to organize suitable activities for their demands;
- Organize activities for students, such as entertainment contests, academic contests, sports contests, conferences, workshops...;
- Organize the soft skill classes, psychology classes for students;

Event deployed

- Nov 2014 - Deputy Organizer - "Business Administrator Talent 2014" - Entertainment contest
- Jun 2014 - Head Supervisor - "Graduation Ceremony 2014"
- May 2014 - Head Organizer - "Photograph Contest" - Entertainment contest
- Apr 2014 - Deputy Organizer - "Future Business Administrator 2014" - Academic contest
- Mar 2014 - Deputy Organizer - "CV - Working Experience - Career" - Soft skill class

