

# VU HA (SOPHIA)

Marketing Manager

MBTI - ISTJ

Hanoi, Vietnam

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## MY RESUME

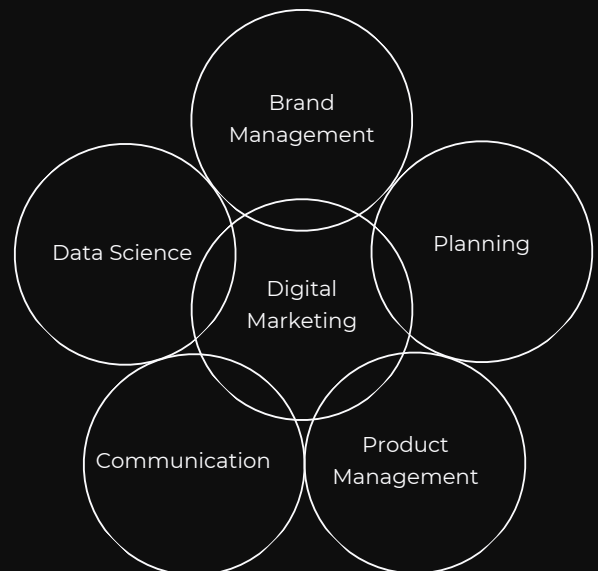
### ABOUT ME

Experienced Head of Marketing with 7+ years in product development and distribution. Expert in managing teams of 20+ across various departments and driving growth with innovative marketing strategies.

### SKILLS

- Technical: Paid Ads (Facebook, Google, Tiktok, E-commerce), SEO, SEM.
- KPI & ROI Management
- Branding, Planning, Booking PR
- Data Analysis, Data Science: Python, SQL,...
- Other Skills: Teamwork, Problem Solving

### Area Of Expertise



### EDUCATIONS

- 2023 Now • **Master of Science, Data Science**  
Liverpool John Moores University
- 2012 2016 • **Bachelor's degree, Accounting**  
University of Economics Technology for Industries

### CERTIFICATES

- 2024 • **Data Science Programming**  
UpGrad
- 2022 • **Data Science**  
Computer Science Center of HCMUS
- 2020 • **Data Analysis for Business**  
Data Analysis School
- **TOEIC - 690**  
IIG Vietnam

### WORK EXPERIENCES

- 2024 Now • **Head of Marketing**  
at CS Viet Nam Investment and Consultancy - Training JSC
- 2020 Now • **Founder**  
at MNO1 Agency
- 2022 2023 • **Head of Digital Marketing**  
at Doppelherz Vietnam
- 2019 2021 • **Marketing Manager**
- 2018 2019 • **Content Marketing**  
at Punnata Group Co., LTD

### PROJECTS

See my work

- URL: [vuha.info](http://vuha.info)
- QR code: Scan here

