

NGOC PHUONG

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ABOUT ME

7+ years of marketing experience in B2C Marketing, B2B Marketing & Employer Branding

Proficient in creating Strategic Communications Plan, managing Branding & Digital Marketing campaigns (PPC, SEO, SEM,...), can execute at basic level.

Skilled in leadership, cross-functional collaboration, project management, effectively collaborates with Gen Z teammates.

Data-driven & business mindset, able to work in an Agile & tech-based environment.

After 7+ years in marketing, I realised that: Marketing is about creating business value by serving the customer's needs. And I don't know anything else I can do better. "

REFERENCES CHECK

*Contact information will be provided upon request



Ms. Beth Ann Lopez Founder, CEO Docosan



Ms. Đoàn Thu Thảo Head of People Operations GEEK Up

EDUCATION

Bachelor of Corporate Finance

National Economics University (2010 - 2014)

English: Fluent (~IELTS 6.5)

Bếp Chữ (Copywriting)

Sói Ăn Chay (2022)

Graphic Design Principle

Keyframe Multimedia School (2021)

Facebook Marketing

AIM Academy (2020)

Content Marketing

AIM Academy (2019)

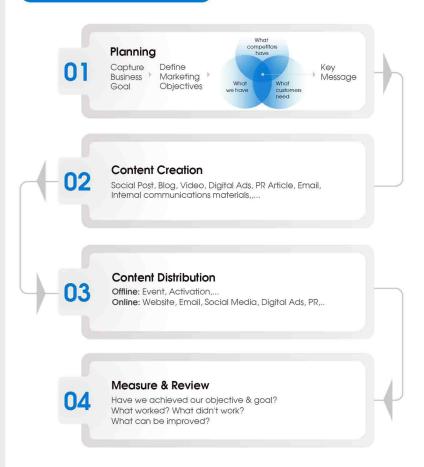
Strategic Communication Planning

AIM Academy (2018)

Sáng tạo A Bờ Cờ (Creative Mindset)

Sói Ăn Chay (2016)

HOW I CREATE VALUE



WHERE I CONTRIBUTED VALUE

Docosan (Al Chatbot) - Branding & Content Lead (11/2023 - 12/2023)

Product Marketina

★ Highlight Achievement: Develop product launch marketing plan for Docosan Al (Al chatbot app), including esssential communication materials within 4 weeks.

GEEK Up (Software Service) - Marketing Lead (03/2022 - 9/2023)

B2B Branding

Make business owners and high-level managers believe that GEEK Up builds outstanding digital products with an excellent user experience.

★ Highlight Achievement: Collaborate to organise the DPA Event 11 with the result of over 50 M-Level and C-Level guests from leading retail companies in Vietnam and 4 qualified leads converted after event.

Employer Branding

Convince GenZ that GEEK Up is an awesome place to work.

ILA (Education) - Content Marketing Lead

(07/2021 - 3/2022)

B2C Marketing

Highlight Achievement: In charge of 3 brands simultaneously (ILA, ILA Study Abroad & OLA) to ensure marketing results fulfil sale targets for 5 months,

VUS (Education) - Senior Content Executive

B2C Marketina

★ Highlight Achievement: Create the best lead generation campaign with outstanding result: ~180,000VND/qualified lead (benchmark result: 600.000 VND/qualified lead).

Eazy Marketing (Agency) - Senior Copywriter

(07/2017 - 8/2018)

Advertising

Do whatever clients want (Banking, F&B, Technology, Retail,...).