



# NGỌC PHƯƠNG

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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 Chũ (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 (AI Chatbot) - Branding & Content Lead (11/2023 - 12/2023)

#### Product Marketing

★ **Highlight Achievement:** Develop product launch marketing plan for Docosan AI (AI chatbot app), including essential 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 (11/2018 - 5/2021)

#### B2C Marketing

★ **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,...).