

PHAM THU HUONG

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PERSONAL INFORMATION

Born: July 15th, 1995 in Hanoi (Vietnam)
Citizenship: Vietnamese

EDUCATION

2013 - 2017	FOREIGN TRADE UNIVERSITY BSc. External Economics, Class of 2017	HANOI
2010 - 2013	NGUYEN HUE GIFTED HIGH SCHOOL English Class	HANOI

EXPERIENCE

2019 - NOW	VINPEARL JOINT STOCK COMPANY ALMAZ INTERNATIONAL CUISINE AND CONVENTION CENTER Marketing Team Leader <ul style="list-style-type: none">Lead the annual and quarterly strategic planning, budgeting and forecasting process for the Marketing department. Partner closely with Finance and Sales department to ensure accurate ongoing budget management.Supervised to ensure all restaurants and convention center brands are compliant and transmitted in a way unified to maintain the company reputation.Managed the creation of marketing materials, collateral, and sales support tools to increase the revenue by 10%.Responsible for event planning and execution to host the first ever Vingroup Wedding Fair with 1.000 guests & 30+ biggest wedding partners in Hanoi.Worked closely with PR & communication department, agencies on packaging design, product photography and influencers collaboration for Almaz Mooncake 2020 & 2021 to increase the revenue by 80%.Lead the creation, delivery and execution of digital and social campaigns for Almaz within various platforms to build awareness, engage customers, grow and retain our audience.
2018 — 2019	YAN DIGITAL JOINT STOCK COMPANY Marketing Specialist (Northern Area Representative) <ul style="list-style-type: none">Led a team to deploy a music application and achieved Top 1 Trending in a week with the CPI of USD 0,017.Developed a marketing plan for PR articles, KOLs, viral videos, brand activation in accordance with the overall company goals and visions.Identified and developed new Partnership marketing, collaboration and sponsorship opportunities in Hanoi and other provinces.

2017 – 2018

- Developed, implemented and executed strategic marketing plan for an entire ecosystem at YAN Digital including all the platforms at YAN Digital.

APPOTA JOINT STOCK COMPANY

Digital Marketing Executive

- Led marketing team to launch a new mobile application product and achieved Top 2 Free App on US Appstore in two weeks with profits of USD 30.000 per month.
- Developed social media presence on Youtube, Facebook, Twitter, Reddit, Google+ and technology forums accomplishing an average monthly increase in daily active users of 60.000.
- Acted as a bridge between users, product owner and development team to analyze customer business processes and recommend changes, solutions, and improvements.

ACTIVITIES

FALL 2014

US - ASEAN BUSINESS COUNCIL IN VIETNAM

Volunteer

- Collaborated with the council to organize Vietnam-US business events with the participation of Vietnamese government and head of US companies including Apple, Coca Cola, UPS,...
- Prepared pre-event materials including checklist, guest list, matrix, invitation,...
- In charge of inviting Vietnamese government to USABC business events

2013 - 2015

TOMORROW ENTREPRENEURS CLUB (TEC-FTU)

Public Relations

- Contributed to online and offline communication for 3 annual events (2000 participants/year on average) about career-oriented and entrepreneurs spirit for students.
- Created brand identity and motion graphic for visual communication.
- Led the team of more than 30 persons to organize internal events.

AWARDS

2014 - 2015

MEKONG BUSINESS CHALLENGE

Entrepreneurship Competition for university students in the Mekong Region (Cambodia, Laos, Myanmar, Thailand, Vietnam and Yunnan Province, China)

Ardilla Team

- Awarded for one of ten best start-up business proposal.
- Participated in mentoring program with three McKinsey & Company consultants inside and outside of Vietnam.
- Analysed market segments and trends to build up a 3-year marketing plan for the project.

INTERESTS AND SKILLS

LANGUAGE

- Vietnamese (native)
- English (TOEIC 800)

TECHNICAL SKILLS

- MS Word, MS Excel, MS PowerPoint
- Adobe: Photoshop, Illustrator, After Effect, Premier, Lightroom

INTEREST

- Animals

- Traveling
- New technologies
- Photography and filmmaking