



TRƯƠNG PHƯƠNG THẢO

Apply to Content Marketing Specialist

20/02/1996

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Ha Noi, Vietnam

EDUCATION

UNIVERSITY OF ECONOMICS

Major: Economics and International Business

Honors:

- 3rd Prize VP Bank Marketing Competition 2017
- Top 20 Bán Lãnh Marketer 2018

CAREER GOALS

I'm here to contribute to the journey of marketing life better with beautiful ideas. In 5 years, I would love to be a Marketing Manager and contribute to the company's success.

SKILLS

Projects Management:

Organizing and Planning, Problem-solving, Positivity

Creative:

Content, Visual communication, Brainstorming

Critical Thinking:

Analysis, Inference, Present the solution

Communication:

Written, verbal, and non-verbal in English and Vietnamese

MS Office:

Word, Excel, PowerPoint

EXPERIENCES

KAFI Securities Corporation, Content Marketing Strategist

04/2024 - PRESENT

- Plan and manage the implementation of the content strategy across the company's social media channels and website (including Facebook, LinkedIn, YouTube, Website, Zalo OA, Email Marketing, and optimizing content for SEO...).
- Create in-depth articles, market research reports, and securities analysis posts on the blog to educate and attract new investors.
- Collaborate with the sales team to produce printed materials such as brochures, flyers, posters, POSM, and sales collateral to support marketing campaigns and drive conversion rates.
- Monitor and analyze content performance using analytics tools (Google Analytics, SEMrush) and implement improvements based on data insights.
- Work with the design team to create compelling visuals, infographics, and videos to enhance engagement with new investors on digital media platforms.

Key Achievements:

- Increased website traffic by 40% through improved SEO content optimization.
- Grew the company's social media following by 40% within 6 months by creating engaging and relevant content tailored to the needs of investors.
- Successfully executed 3 big social media campaigns that generated over 10,000 leads for new account openings within 3 months.

OCB (Orient Commercial Joint Stock Bank), Senior Marketing Specialist

05/2023 - 04/2024

- In charge of external communication activities for OCB's Credit Card
- Develop content for various online media platforms: viral video, motion video, website, social media, public relations, blogs, email newsletters, in-app OCB OMNI, and offline channels.
- Execute new product launches: OCB Mastercars World (packaging, launching event, social media content, TVC, OOH, POSM, PR, digital ads)
- Lead end-to-end marketing campaigns: Bustour Mở thẻ online, Lướt siêu thẻ - Săn siêu deal, Thẻ số Igen.
- Manage, post content, and interact with followers on forums and community groups on Facebook and Zalo.
- Monitor, analyze, evaluate, and report on marketing activities, suggesting improvements and enhancements

VIB (Vietnam International Bank), Senior Marketing Executive

04/2021 - 05/2023

- In charge of communication for both internal and external activities for VIB's Credit Card
- Develop a comprehensive content strategy for various platforms, including websites, social media, public relations, email newsletters, in-app My VIB, offline channels, and other marketing materials
- Communication strategy & execution for 3 big campaigns such as TheMasked Singer VN, The "Vi yêu" concert, Trái Trái Trái Phải
- Execute 2 new product launches: VIB CashBack, and VIB Online Plus 2in1

- Implement internal events and activation for sales staff: Internal Contest, VIB's Champion, New Year kickoff event for 2000 sales staff
- Monthly support for sales staff at VIB branches with POSM, Brochure, Proposal, and Sale Messages to sell and introduce products to customers
- Monitor, identify, and propose solutions for handling communication crises.

 **Vietnamworks**, Marketing Communications Specialist

03/2020 - 04/2021

- Develop creative content ideas on the blog HR Insider and social media channels (Facebook, Youtube, LinkedIn, Tiktok, Mailchimp)
- Prepare sales materials (tagline, sales messages & brochures, POSM) to support sales staff in introducing products to customers at job fairs
- Execute communication plan for big 4 campaigns: Think big to be big, E Christmas - Real feeling, IT Kén rể, Small Things - Big difference
- Plan and execute content writing for 2 reports biggest of the year: Salary Report 2020 and Covid-19 and the Labor Market in 2021
- PIC to build a community group "Phát triển sự nghiệp cùng Vietnamworks with 10.000 members and TikTok channel: 100,000 followers and 2 videos 1M views after 3 weeks of launching.

 **FPT Telecom | FPT Pay**, Marketing Executive

01/2018 - 02/2020

- Develop content and images on channels websites, social media, public relations, and FPT internal channels
- Manage & execute of public launching events, events promotion, and launching of new product features
- Execute communication plan for 03 campaigns: Rung cây hứng lộc, Trả cước rước quà and Lì xì Online
- Organize offline events at the point of sale: promotions for customers, gift-giving, and app experience evaluation.