

Hue Nguyen

Marketing Manager

Hay, I am Hue

14 years of marketing experience in the fields of education, FMCG & IT hardware. A key team member with strong leadership and ability to work under pressure. Experienced is multitask within global company



CONTACTS



[Redacted]



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Line: [Redacted]

EDUCATION

Troy University

Grade: Magna Cum Laude (honor)

2004 - 2008

LAUNGUAGES

- English
- Vietnamese

SKILLS

- Global Marketing
- Marketing Management
- Marketing Strategy
- Event Planning
- Community Relation
- Online Marketing
- Writing & Editing skill
- Social Media Marketing
- Data Analysis
- Team Leadership

EXPERIENCE

2015 - now

Marketing Manager - IT hardware

7.5 years

MSI - Micro-Star International Co., Ltd

- Lead the development and delivery of the annual marketing and communications plan and budget in the line with target & revenue goal.
- Travel outside to meet with customers and prospective clients, vendor, and responsible for the development of market segment and maintain existing relationships with current accounts.
- Contributed to grow 3 main product line growth +10% market share through channel development & gaming community.
- Managed social media campaigns daily through posting, creating content. Engaged gamer with events & community activities.
- KOL, KOC management: To build relationship, executive and creating campaigns involving influencers, across Key Opinion Leaders (KOLs). Do video, photoshooting. Keep track project progress and weekly report.
- Build MSI Official Store at E-Commerce platform such as Shopee, Tiki, Lazada. Create and carry out Marketing campaign to increase sales.

2013-2015

1.5 years

Area Trade Marketing - FMCG, North Vietnam
Nam Duong Corp

- Market research, information gathering competitors: price, distribution policies at channels, sales promotion activities... for the development of trade marketing plans and strategies.
- Implement advertising programs, activities for the sales system. Working closely with key customers to provide category and shopper insights to drive performance

2008-2013

6 years

Education Marketing Leader, North Vietnam
FPT University

- Develop and implement intensive marketing, and PR campaigns with local universities & high school