

Short Introduction



I have +4 years worked in a marketing position hand by hand domestically and internationally.

- ♦ +4 years of Marketing experience in the Technology field.
- ♦ +2 years as a Marketing Leader.
- ♦ Passionate about working with creativity, technology, innovation, and brand.

MARKETING TEAM LEADER

Being a Marketer in the B2B Technology market, I have understood this market flow, how it operates, the hard way of touching each business, and of course the high potential of revenue brought back.



Thao Pham

Anna Pham



EXPERIENCE

AEGONA - Marketing Executive

04/2019 - 12/2019

- Content creative
- Content planner
- Social media management
- Video producing

KiwiGROUP - Marketing Executive

12/2020 - 12/2022

- Team leadership (collaborator group)
- Marketing online strategy
- Video content creator
- Social media management
- Content creativity planning
- Building and developing owned media
- Do business operation
- Organizing online events: AMA, Meetup,...
- Reporting data analysis following plans
- Responsible for researching keywords, trending, & competitors to make sure Marketing strategy general

TECHFARM HOLDING [Horizon Land Metaverse Project]

Marketing Team Leader

12/2022 - 04/2023

ITD GROUP [ITD & Intelnet Projects]

04/2023 - Present

Marketing Team Leader

- Develop marketing overall strategy and brand marketing for the main brand and Sub-brand (sub-product) of the corporation.
- Operate brand marketing development and creative campaigns to attract customers from Brainstorm, deploy to direct operation.
- Manage the marketing team (05 members) in operating the marketing plan, allocate tasks, contribute together to the common strategy, and be responsible for the overall marketing strategy.
- Responsible for marketing communication plan followed strategy overall and brand marketing
- Responsible for building and developing owned channels
- Support other departments with marketing-related items: sales kit, PR ideas, internal idea event, documents for competitions/presentations/pitching...
- Brainstorm, research, and co-working with software development team, designers, 3D/2D unreal team, and partners to raise ideas, build the scope's product, following to measure, test and develop products feature & UX/UI which suitable for its strategy.
- Working with BD team to work with partners to plan and operate Cross-Marketing, Co-branding activities.
- Collecting, measuring, and reporting data analysis to follow up monthly, quarterly, and yearly.
- Researching, finding, following up trending, keywords, and competitors to catch up.



START-UP

An Miên Homestay Co-Founder

- Overall responsibility for Marketing Management and work as a Marketing Sales Manager
- Responsible for Marketing Strategy
- Devise sales strategies and drive sales
- Manage the sale-marketing team 3 members
- Responsible for ensuring budget and costs
- Responsible for connecting and co-working with partners
- Frequently responsible for surveying the market, surveying competitors, and looking for timely and trending factors to integrate into the strategy.
- Evaluate strategy effectiveness and make changes appropriate to reality and duration.
- Responsible and operating the business growth strategic

EDUCATION

University of Economics Ho Chi Minh City

Major: Marketing

Degree classification: Distinction

College of Foreign Economy and Relations

Major: Marketing

Degree classification: Good

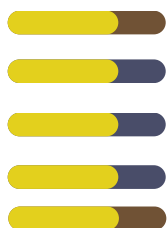


THAO PHAM
ANNA PHAM
MARKETING TEAM LEADER

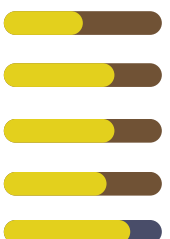
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SKILLS

- English language
- Social Media Marketing
- Brand Marketing
- Product Marketing
- Leadership



- Graphic design/Edit video
- Management multi-task
- Teamwork
- Marketing Specialized Knowledge
- Communication Marketing



ACHIEVEMENT

- Built successful KOL and Youtube channel got silver button (100.000 followers) by 6 months

KOL Le Duy Crypto Man

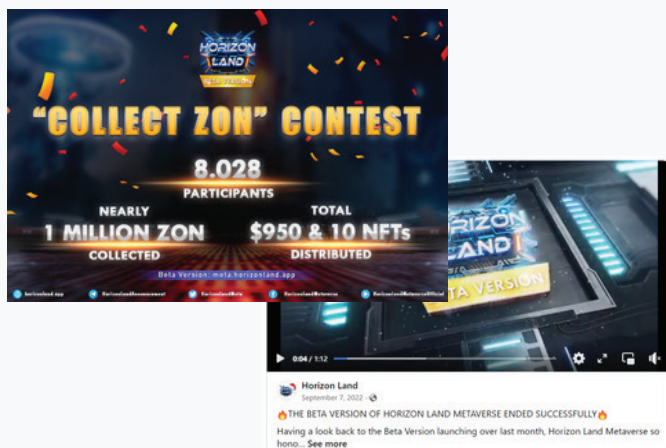
<https://www.facebook.com/LeDuyCryptoMan>

Youtube Channel

<https://www.youtube.com/@KiwiGROUP.official/videos>



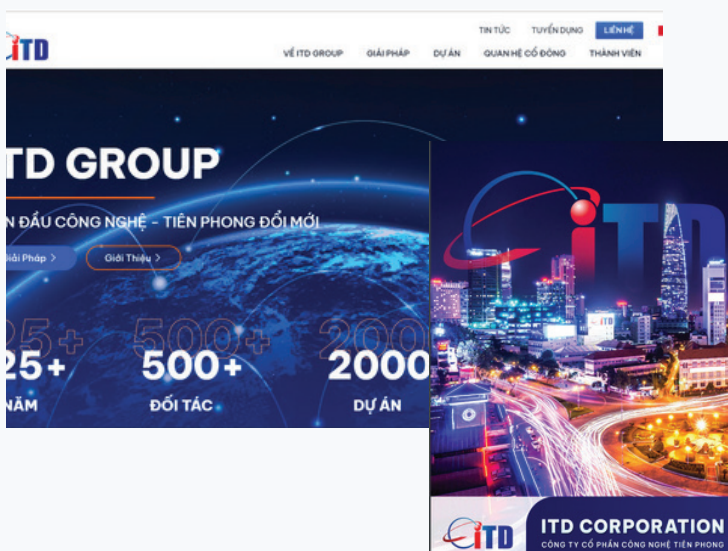
- Launched a successful Beta Version of the Horizon Land Metaverse project



- Built successfully the University Metaverse Campaign and developed & updated features for VR environment, VR exhibition,...



- Create an efficient re-brand marketing for ITD Group since 20 years established



- Founder of An Miền Homestay

