



## Chau Pham

YOB: 1989

Phone number: **0982011405**

Email: chauphamngoc89@gmail.com

Address: Thu Duc, HCM

## Education

- ❖ **University of Economics in HCMC** – Second Bachelor's Degree in Marketing  
07/2019 – 11/2021 | GPA: 8.32 | Graduation classification: Excellent
- ❖ **HCMC University of Natural Resources and Environment** – Bachelor's Degree in Land Management  
07/2009 – 10/2014 | Graduation classification: Good
- ❖ **Certificates**
  - ✓ Digital Marketing (2016)
  - ✓ SEO (2017)
  - ✓ Facebook Marketing (2018)
  - ✓ Content Marketing (2019)
  - ✓ DISC – (2021)

## Work Experience

### Deputy Head of Digital Marketing – Vietnewscorp Co., Ltd., Ho Chi Minh City

05/2017 – 3/2025

- **Overall Digital Marketing Strategy Management for Vietnammoi.vn & Vietnambiz.vn e-newspapers:**
  - ✓ Developed and led long-term digital marketing strategies focused on increasing website traffic and brand awareness.
  - ✓ Managed KPIs across all departments including SEO, Content, Social Media, and Video Media teams.
  - ✓ Planned quarterly and annual marketing calendars, coordinating cross-departmental collaboration among reporters, editors, media production, and technical teams. Monitored and optimized campaign performance using Google Analytics, Search Console, and tracking tools to ensure continuous improvement.
- **SEO & Content:**
  - ✓ Collaborated closely with editorial secretaries, editors, and reporters to align content strategies with SEO best practices while maintaining journalistic and professional standards.
  - ✓ Developed keyword sets by category and designed quarterly content maps to support the editorial team in producing trending, relevant articles.
  - ✓ Optimized article content including on-page and off-page SEO, internal linking, built private blog networks (PBN), and implemented strategic backlink systems.
  - ✓ Trained SEO and Content teams on digital marketing mindset, niche keyword selection, professional outline creation, and monitored SEO effectiveness throughout campaigns.
- **Communication and Crisis Management:**
  - ✓ Directly managed major online communication crises by analyzing data and devising appropriate solutions to mitigate negative impacts on the brand.
  - ✓ Coordinated with content and social media teams to implement proactive communication campaigns aimed at positively shaping public opinion.

- **Social Media & Media Production:**
  - ✓ Managed fanpage systems with hundreds of thousands of followers across various categories such as Economics, Lifestyle, and Education.
  - ✓ Developed tailored social media content for platforms including Facebook, TikTok, and YouTube, leveraging trends and targeted keywords.
  - ✓ Directly supervised the video production team, creating video content for journalism, social media, and marketing campaigns.
  - ✓ Ensured consistency in branding, content, and communication goals across the entire digital ecosystem.
- **Recruitment & Training:**
  - ✓ Recruited and trained SEO, Content, and Media teams from the ground up.
  - ✓ Developed internal training materials and organized in-depth workshops on SEO, Content creation, and digital skills.
  - ✓ Guided strategic thinking in content production by analyzing user behavior, assessing trends, and applying AI technologies in implementation.
- **Departmental Cost Management**
  - ✓ Planned budgets for recruitment, training, and employee rewards.
  - ✓ Estimated costs for content production and necessary tools.
  - ✓ Proposed budget cuts or reallocations as needed to optimize department spending.

#### **Leader Digital Marketing – Hai Long Laptop Company**

*05/2015 – 03/2017*

- Managed budgets and performance for SEO, Google Ads, and Facebook Ads channels.
- Trained the sales team and collaborated with content and sales departments to drive online revenue growth.
- Optimized website UX/UI and structure to improve user experience and conversion rates.
- Proposed and directly executed promotional campaigns to boost sales during peak periods throughout the year.

#### **Co-founder & Head of Marketing – Phuc Khang Saigon Co., Ltd.**

*05/2013 – 11/2014*

Participated as a co-founder and directly managed marketing operations during the startup phase, responsible for product development and market expansion through both online and offline communication channels.

- **Developed Product Systems and Sales Strategies**
  - ✓ Conducted market research and competitor analysis to define positioning strategies, pricing, and select appropriate product lines.
  - ✓ Developed sales materials, pricing sheets, sales processes, and customer feedback handling procedures.
- **Implemented Offline Marketing Activities**
  - ✓ Personally executed flyer distribution and product sampling campaigns in residential areas, schools, and target customer locations.
  - ✓ Organized mini-games and promotional events directly at points of sale and small community events.
  - ✓ Designed flyers, posters, and promotional banners aligned with budget constraints.
- **Online Marketing & Customer Base Development**
  - ✓ Built and managed the company website.
  - ✓ Proactively sourced customers from online platforms such as forums, classified websites, and industry directories.
- **Revenue Growth & Customer Network Expansion**
  - ✓ Proactively met with, negotiated, and closed deals with corporate clients and retail agents.
  - ✓ Built customer databases and established after-sales care processes to increase repeat purchase rates.

### **Other Projects Managed:**

#### **Head of Marketing – DC Web Design Co., Ltd.**

2023 – 2025

Managed comprehensive Digital Marketing activities not only internally for the company but also for client projects, operating under an agency model.

- **Strategy & Internal Management:**
  - ✓ Collaborated directly with the Executive Board to develop and implement comprehensive marketing strategies, from brand positioning to short-term and long-term communication plans. Managed all company digital channels including SEO, Google Ads, Facebook, Zalo, and Email Marketing, ensuring KPIs for brand awareness and conversions were met.
  - ✓ Analyzed data, prepared regular reports, and optimized performance using tools such as Google Analytics and Meta Business Suite.
- **Client Project Management (Agency):**
  - ✓ Received and analyzed client requirements across various industries including construction, interior design, logistics, and healthcare.
  - ✓ Coordinated teams to execute tasks, monitoring progress and quality across Content, SEO, Advertising, and Design.
- **Training & Team Building:**
  - ✓ Developed standardized workflows across team departments.
  - ✓ Recruited, trained, and developed personnel across Content, SEO, Advertising, and Design teams.
  - ✓ Organized regular internal training sessions on professional skills and new technology applications, with a focus on AI tools for content creation.
- **Departmental Cost Management**
  - ✓ Planned budgets for recruitment costs.
  - ✓ Estimated expenses for content production and tools.
  - ✓ Proposed budget cuts or reallocations as necessary.

#### **Content Consultant & Implementer – Project Shipping Company**

2023 – 2024

- Planned and executed multi-channel content strategies for an international logistics brand.
- Developed keyword systems and designed content aligned with the customer journey.
- Directed content strategy tailored to foreign markets.

#### **Content Team Coordinator (Outsource) – Project MOI Cosmetics & ILA Vietnam**

2022 – 2024

- Coordinated and managed outsourced content teams producing website articles, PR content, and social media posts for MOI brand product campaigns.
- Collaborated directly with internal marketing to receive briefs, plan regular content, assign tasks, and review outputs ensuring quality, deadlines, and premium brand alignment. Monitored content performance and proposed improvements tailored to each product stage.
- Optimized remote team workflows using digital and AI tools for effective content management, organization, and execution.
- Applied AI technologies (ChatGPT, Gemini, etc.) to generate ideas and produce marketing content, especially short videos, images, and English-language materials.

#### **Content Team Coordinator (Outsource) – Saigon Traditional Medicine Clinic**

2021 – 2025

- Developed content plans tailored to each stage to improve conversion rates.
- Executed content production according to the plan.
- Applied AI tools (ChatGPT, Gemini, etc.) to generate ideas and create content.

#### **Head of Marketing – Pitago Design & Construction Company**

2021 – 2023

- Managed brand strategy, developed content themes, and designed customer conversion funnels for residential and villa design–construction product lines.
- Advised on the development and implementation of landing pages and social media strategies.

## **Marketing Consultant – Song Lam Decor Co., Ltd.**

03/2021 – 11/2021

- ❑ Developed the entire online brand system: from logo and slogan to implementation channels including SEO, Facebook, Email, and TikTok.
- ❑ Managed website development and brand identity coordination with design agencies.
- ❑ Proposed offline promotional programs to attract customers during peak sales periods.

## **Key Achievements**

- ✓ Successfully drove website traffic growth by millions of visits through strategic digital marketing initiatives.
- ✓ Built and managed a network of 10 Facebook fanpages, achieving organic follower growth ranging from 2,000 to 10,000 per page.
- ✓ Maintained and consistently grew social media networks, ensuring steady development and increased engagement.
- ✓ Provided consultancy for TikTok channels that resulted in rapid growth, reaching 10,000 followers within 2 months.
- ✓ Contributed to a 30% monthly increase in sales revenue by optimizing both online and offline marketing channels.
- ✓ Supported the development of a key messaging campaign that won 3rd prize for outstanding portfolio design.
- ✓ Analyzed and successfully implemented crisis management solutions for clients, effectively mitigating negative impacts and protecting brand reputation.

## **Professional Skills & Soft Skills**

- ❑ **Professional Skills**
  - ✓ Analytical skills and strategic planning.
  - ✓ Proficient in AI tools: ChatGPT, Gemini, Hailuo, Sumo, Leonardo AI, Aikpt, Notion AI, ElevenLabs.
  - ✓ Digital marketing tools: Keyword Tool, Google Keyword Planner, Spin Editor, Ahrefs, SEMrush, Google Trends, Google Analytics, Search Console, SerpRobot, BuzzSumo, Meta Business Suite.
  - ✓ Data tools: SQL, Excel, Power BI.
  - ✓ Design skills: Aesthetic sense, Canva, Photoshop.
  - ✓ Basic website design using WordPress.
  - ✓ Basic programming knowledge: HTML, C.
- ❑ **Technology & AI Applications in Marketing**
  - ✓ Applied AI technologies for creating animated videos, animated music, sound production, social media channels, and affiliate marketing.
  - ✓ Utilized systematic thinking and planning using Mind Map tools (GitMind).
- ❑ **Soft Skills**
  - ✓ Team training and leadership.
  - ✓ Clear and professional presentation and communication of ideas.
  - ✓ Flexible and effective negotiation and problem-solving with clients and partners.
  - ✓ Quick, logical problem-solving and strong adaptability in changing environments.
  - ✓ Rapid learning and updating of new information and technologies, especially AI trends, social media, and marketing tools.
- ❑ **Computer Skills & Languages**
  - ✓ Proficient in MS Office and Google Workspace.
  - ✓ Intermediate English: able to read and write professional documents, basic communication in the workplace.