



NGUYỄN MAI TRÂM

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With 6-year experience in Marketing, I have completed different tasks from planning to execution, from above-the-line to below-the-line and online activities. Besides, I got a deep understand of digital tools and data analysis which help digital plans to be performed effectively during the time working at VNG Corporation, the leading technology company.

EXPERIENCE

Jun 2011 – Apr 2016

VNG CORPORATION

Apr 2015 – Apr 2016

Position: Senior Digital Media Planner

Product: Adtima - a publisher owned by VNG Corporation that provides the best digital solutions to various clients such as Unilever, Coca-Cola, Suntory PepsiCo, Kimberly Clark, VietinBank etc. Adtima network owns different platforms including Zing Mp3, Zing TV, Zing News, Zalo, Bao Moi...

Senior Digital Media Planner's scope of work:

- Consult and propose digital media plans that meet clients' needs;
- Follow up deployment to make sure projects reach KPIs;
- Provide solutions to digital projects if necessary;
- Research and develop appropriate ads formats for each project.

***Achievement:**

- Complete working process internally and externally;
- Contribute to the success of Adtima as Agency of the Year (The Smarties Vietnam 2015).

Jun 2011 – Mar 2015

Position: Senior Marketing Executive

Product: Zalo, Zing Mp3, Zing TV - online platforms owned by VNG Corporation.

Senior Marketing Executive's scope of work:

- 1. Plan management:**
 - Plan and execute marketing activities of Zalo, Zing Mp3, including advertising, PR, event, promotion, cooperation;
 - Follow up deployment and implementation;
 - Manage members, finance issues, problem solving, and timeline;
- 2. Brand and Advertising management:**
 - Manage brand guidelines in all marketing materials;
 - Work directly to Ads agencies on Print-ad production, TVC production, and media booking.
- 3. Event management:**
 - Plan and manage promotion and activation activities, parties for organizations and celebrities;
 - Create format and operate execution of Zing Music Awards 2011 - 2012 – 2013 – 2014;
- 4. Partnership management:**
 - Key contact with other partners in term of business, cooperation and media partners;
 - Associate with production houses for long-term cooperation, such as Cat Tien Sa, Dong Tay Promotion, TV Plus, Multimedia ...

***Achievement:**

- Run marketing for Zalo since March 2013 to recent. After 8 months of re-launch, it becomes No.1 OTT mobile application in Vietnam and keeps growing until now.
- Zing Music Awards is an expecting annual event for online community and music artists in Vietnam.

<p>Jan 2010 – May 2011 (1 year 5 months)</p>	<p>DSM COMMUNICATIONS Position: Senior Account Executive Report to Managing Director</p> <p>* Scope of work: <u>1. Project Leader:</u> -In charge of Hospitality, Trade Commission accounts in terms of proposals, execution, and report.</p> <p><u>2. Communications/ PR Management:</u> -Media buying. -Build and maintain relationships between DSM Communications and journalists and between clients with journalists. -Organize press trips, media luncheons.</p> <p>* Achievement: - Create good relationships between DSM Communications and the media since DSM Communications was newly established, such as Doanh Nhan Saigon, Saigon Giai Phong, Cong Thuong, VietnamNews, Phong Cach Doanh Nhan, Cam Nang Mua Sam, Style ... - Achieve objectives all projects for Trade Commission and Hospitality accounts.</p>
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DIPLOMA & CERTIFICATE

<p>Sep 2005 – Sep 2009</p>	<p>ECONOMICS UNIVERSITY OF HO CHI MINH CITY (UEH) Bachelor of Arts - Major: Corporate Finance</p>
<p>Apr 2011 – Sep 2011</p>	<p>VIETNAM MARCOM Marketing Manager Course</p>

SKILLS

- Work well independently.
- Time management and project management skill.
- Communications skill dealing with other partners, journalists...
- Influent in writing and speaking English.
- Proficient in Word, Excel, Power Point.

INTERPERSONAL SKILLS

- High-responsibility.
- Good at handling pressure of work and implement it.
- Quick learning, well-organization, able to deal with pressure and to keep patient mind.
- Highly logical thinking.

PREFERENCE

- **HUYNH NGOC PHUONG NGHI** – Marketing Executive, CJ-SC Global Milling in Vietnam
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