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# QUYNH ANH PHUONG

Assistant Manager Markteing

## OBJECTIVE

With 5 years of experience in marketing roles, I have achieved significant success in various areas such as branding, communication and events, resulting in a top luxury real estate brand in Vietnam. I have successful projects that effectively implemented marketing plans and boosted customer satisfaction. Recognized for my expertise, I am proficient in specialized skills and continuous learning is essential.

## EXPERIENCE

Ho Chi Minh City  
*Apr 2023 - Jul 2024*

### ASSISTANT MANAGER

Prospero Global

- Develop and implement the overall marketing strategy of the company.
- Build the brand and coordinate impactful sales promotion events.
- Successfully establish operational processes and assemble a professional team for the marketing and customer care department within the first three months. Increase KPI by 10-15% for each campaign.

Ho Chi Minh City  
*2021 - 2022*

### ASSISTANT TO HEAD OF MARKETING

MASTERISE HOMES

- As the marketing director's assistant, I supported for teams projects such as Lumiere Boulevard, Lumiere Riverside, Grand Marina Saigon, Masteri Central Point, The Grand Ha Noi, and The Global City, focusing on branding.
- Checked and summarized all marketing reports, ensuring a comprehensive understanding of the teams' ongoing work, which I then communicated to the Head of Department.
- Handled requests for urgent support and resolved issues related to departmental records and procedures.
- Supported the marketing campaigns in the implementation plans of projects, increasing by 10-15% compare to the KPI for each compaign.

Ho Chi Minh City  
*2019 - 2021*

### MARKETING EXECUTIVE

LYN PROPERTY JOINT STOCK COMPANY

- Branding and strategic execution of projects such as Central Premium, De'Capella, Anderson Park. I have outperformed competitors in the same segment and brought in a large number of potential customers.
- Managed and executed successful social media campaigns, increasing brand awareness and followers. I effectively engaged with customers on social media platforms, resulting in a 10-17% increase in monthly sales.
- Researched and analyzed the market to identify trends and product development opportunities.
- Collaborated with cross-functional teams to create new products and advertising campaigns.
- Successfully organized large and small events, bringing in a significant number of customers for the company.

Ho Chi Minh City  
*2017 - 2019*

### PURCHASING SPECIALIST

GOLDEN GATE RESTAURANT GROUP

- Managed supplier relationships and negotiated contracts to maximize cost savings and quality. Established the most comprehensive supplier database in the F&B market.
- Conducted market research to evaluate potential vendors and sourced new products. Discovered additional new products to be added to the menu list.
- Analyzed inventory levels and developed strategies to minimize stockouts and reduce excess inventory.
- Utilized ERP systems to track purchasing activities and generate reports for management review.

## EDUCATION

### DIPLOMA OF BUSINESS MANAGEMENT

Ho Chi Minh University of Technology. Vietnam

### OFFICE ADMINISTRATION CERTIFICATE

UEH University

## SKILLS

- Marketing strategy
- Budget management
- Socical media
- Organizing events
- POSM
- Team leadership
- Problem-Solving

## LANGUAGES

English

## ACHIEVEMENTS

- I have successfully built the Masterise Home brand with the name of Branded Real Estate
- I have organized more than 15 sales events with a scale of 50 people and 1 kickoff event with a scale of 800 people.
- I have organized charity events for the company to bring high human values.