



NGUYEN HUU PHUC

Marketing Manager

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Unlock brands' potential with insight-driven brand stories and purposeful creativity

Experienced Marketing Manager with 10 years experience in developing and executing marketing strategies with a solid background in creating and managing fast-growing brands. Successfully built, launched and grew 2 new vibrant brands of Epinion and Decision Lab.

Core competencies: Marketing Strategy & Planning | Brand Creation & Management | Market Research| Inbound, Social & Digital Marketing | Marketing Automation | Editorial & Communication | Graphic & UI/UX Design | Reporting & Dashboard

EXPERIENCE

Decision Lab | Marketing Manager | 2016 - Present

www.decisionlab.co

Responsible for establishing a trusted consulting brand that can attract and acquire high-value leads and clients through viable marketing strategies, effective campaigns, distinctive brand assets, engaging products, and insightful content.

- Contributed to the annual marketing strategy based on both client and market insights, and responsible for developing the annual marketing plan and budget, monitoring project's expenses, and managing marketing execution to support the company meet its revenue goals and business priorities.
- Developed a dynamic and self-generated corporate branding system that has a large-scale application across 3 products, over 300 projects, 1,000 reports, 150 dashboards, and 600 surveys annually.
- Built a comprehensive sales documents and templates library that helped to create 2x faster sales presentations, credentials, marketing materials, proposals, advertisements, and reports with more than 3,500 documents has been delivered.
- Responsible for managing the brand's image integrity with brand guidelines and compliance checklist, training workshops, and branding monitoring policies.
- Employed the inbound marketing strategy to develop a productive website that attracted more than 11,500 monthly unique visitors, nurtured over 10,000 monthly subscribers, in which 45% eventually converted into deals and clients.

- Built a highly convertible thought leadership content including blog and library that generated over 900 downloads monthly, ultimately grew the number of leads by over 250% over the past 3 years and strengthened the brand position.
- Set up an effective CRM system based on a well-defined conversion funnel with a clear sales process, hence strongly improved sales productivity and visibility.
- Managed all development facets of the 3 new market research products including concept development with client and market insights, UI/UX design for data visualization dashboards, setting up an online real-time research platform, and developed marketing materials and campaigns for product launching.
- Managed the marketing campaigns of the MRC program, one of the most professional recruitment programs in Vietnam's consulting industry, which attracted more than 9,500 brilliant Vietnamese students from leading domestic and international universities, and resulted in over 1,000 actual applications.
- Organized and run the marketing campaigns for 3 Annual Vietnam Foodservice seminars, Vietnam F&B Industry's most insightful events. These events have witnessed a sharp increase in attendance over the past years.

Epinion| Senior Consultant | 2010 - 2016

www.epinionglobal.com

Accountable for building a distinct visual identity and developing large-scale graphical and template applications for 8 offices across Europe and Asia, as well as responsible for running the company's corporate website including blog and library.

- Successfully migrated, redesigned, and restructured the entire global website of around 300 pages, blog posts, and 12 country websites that enabled the company communicates to a broader group of over 5,000 subscribers.
- Set up the publication strategy and workflows that published over 100 pieces of contents annually to increase the number of website visits by over 400%, and grew the number of leads by five times.
- Managed the development of over 60 pieces of marketing materials include corporate credentials, product presentations, advertisements, and the corporate identity package.
- Developed the corporate brand guidelines that were applied group-wide in over 3,000 reports, 100 dashboards, and 800 projects annually.
- Successfully delivered more than 50 online reporting dashboards for some of Europe's largest airports and transportation companies, including Copenhagen Airport, Avinor, and Heathrow Int'l Aiport.

Ha Tien Cement JSC | Marketing Specialist | 2009 - 2010

R1 International | Business Development Executive | 2008 - 2009

Synesi International LLC | Data Analyst | 2007 - 2008

Intel Semiconductor | Intern | 2007

EDUCATION

RMIT University | Bachelor of Commerce | 2003 - 2007

- **Hubspot:** Inbound Sales and Marketing, Social Media, Facebook Advertising, Brand Engagement, Conversion Strategy, Email Marketing, Lead Management, HubL
- **Microsoft:** Microsoft Microsoft BI Partner Certificate
- **Facebook:** Facebook Blueprint Training
- **Team Treehouse:** HTML, CSS, JavaScript, WordPress, Ruby Design
- **Google:** Google Academy for Ads Training

SKILLS

- An effective leader that has demonstrated the ability to build the team, ignite company culture and a capacity to plan, manage and adapt to tackle complex issues with multiple stakeholders. Offer operational agility, professionalism, and a thirst to grow in uncharted territories. Fluent in English and Vietnamese.
- Experienced in delivering inbound and digital campaigns, setting up SEO and marketing automation, utilizing advertising tools (Facebook, Google Adwords), and measuring campaign effectiveness.
- Having solid experience in producing winning sales presentations, reports and credentials and hold a strong background in graphical design to produce sales-driving materials with standard design tools (Photoshop, Illustrator).
- Holding solid experience in setting up CMS and marketing automation platforms, email tools, and CRM software (Hubspot Marketing, Hubspot CRM, MailChimp, Zoho, Wordpress), and employing web technologies (HTML, CSS, Javascript)
- Possing strong backgrounds in market research methodologies (qualitative and quantitative), data interpretation, and be able to create market insights reports and data visualization dashboards with a solid UI/UX design experience.