

NGO HOANG TUAN 1994

Marketing - Design

-  0911 676 694
-  ngotuan8794@gmail.com
-  Ho Chi Minh City, Viet Nam



"Do not chase people. Be yourself, do your own thing and work hard. The right people - the ones who really belong in your life - will come to your. And stay" <Will Smith>.

EXPERIENCES



Marketing Executive - Sendo Steel Pipe

From 2020 to Now

SENDO STEEL PIPE JOINT VENTURE COMPANY LIMITED - Steel pipe manufacturing industry.

- Works:** Plan and manage marketing budgets; implement sales-supporting business policies; monitor business market development policies; execute Out-of-Home (OOH) communications; Customer care.
- Work Results:**
 - Standardize the design of the brand identity system: Communication materials, advertising products.
 - Manage an annual budget of over 3 billion VND: Marketing; Communication; Customer care.
 - Implement and monitor business support policies: Floor price policies to control distributor selling prices to dealers, creating a favorable competitive environment; Policies to support new customers for opportunities to access and sell Sendo steel pipe products;...
 - Synchronize the design of OOH communication identity for nearly 300 billboards at locations in the regions: Central Highlands, Southeast, Southwest, South Central.
 - In 2020-2021: Implementing the campaign 'Buy the right steel - Construction with peace of mind': Installing banners, providing consultations, and giveaways at over 100 retail locations. Supporting business to achieve sales and record profits exceeding 40 billion VND..



Marketing Leader - Thuan Phong Travel

From 2019 to 2020

Thuan Phong Travel Trading and Service Limited Company - Travel services industry

- Works:** Manage communication channels; Plan and manage Facebook/Google advertising budgets; Develop brand strategies, promotional plans, incentives, and support for the Sales Department; Organize, implement, and oversee event programs, exhibitions, and travel fairs.
- Work Results:**
 - In 08/2019, Redesigned the brand identity, repositioned the brand with a new logo embodying a new vision and mission of development.
 - In 09/2019, Planned, implemented, and monitored the execution of the International Travel Expo in Ho Chi Minh City in 2019 (ITE HCMC 2019) at the Saigon Exhibition and Convention Center (SECC). The booth attracted more than 1,200 visitors, generating sales exceeding 2 billion VND with advertising costs accounting for 10% of the revenue, of which online advertising costs comprised 6.6%.
 - In 10/2019, Planned, executed, and monitored the Grand Opening event. The event welcomed over 100 attendees, achieving sales exceeding 1 billion VND, with costs accounting for 6.2% of revenue, including a 0.2% contribution from online advertising costs.



Marketing Executive - Sitto Vietnam Co., Ltd

From 2016 to 2019 / Freelance: 2020 - 2022

Sitto Vietnam Co., Ltd - Agriculture industry (Manufacturing of fertilizers, veterinary drugs, and aquaculture products).

- Works:** Plan and manage media budgets; Brand/product development planning; Manage media channels; Organize customer conferences, specialized workshops; Conduct agricultural feature programs.
- Work Results:**
 - In 2017, Completed a study on factors influencing farmers' intention to participate in an online agricultural market project with a survey sample of over 300, using SPSS research software for multivariate regression model analysis, achieving a model reliability of over 65%.
 - In 2018, Completed a study on the satisfaction level of distributor customers with the company's products/services, with a survey sample of over 200, using SPSS research software for multivariate regression model analysis, achieving a model reliability of over 75%.
 - In 2019, Analyzed in detail the life cycle of two flagship products of the company (Chemical-based fertilizer product NPK 20-20-15 and bio-organic foliar fertilizer product RichFarmer). The analysis results predicted the actual life cycle stages of the products and the timing of the product analysis within the life cycle, thereby proposing a development plan for the products in the period 2019-2023.
 - In 2019, Conducted quantitative research and identified internal competition between two similar products (RichFarmer bio-organic foliar fertilizer and Sitto Fopro 12-3-43 water-soluble NPK foliar fertilizer). Specifically, one is a flagship product, and the other is a newly introduced product to the market. The research results revealed competition between the two products in different market segments, leading to proposed strategies for each brand to reduce competition.

EDUCATION

2012-2016 **University of Finance - Marketing**
Brand Management
Bachelor's Degree

HOBBIES



    @ngotuan8794

MARKETING



DESIGN PROGRAM



FOREIGN LANGUAGE

