

NGUYEN TRUONG THANH TAM

Assistant Brand Manager

Highly detail-oriented & result-driven Assistant Brand Manager with over 5+ years of experience in driving brand growth & profitability. Skilled in market research, brand strategies & impactful campaigns execution. Expertise in deriving actionable customer insights, contributing to boosting brand awareness, optimizing marketing budgets & achieving business objectives. Passionate about creating innovative marketing initiatives, being creative & strong in communication with a Bachelor's degree in Business Administration.

KEY SKILLS

- **Expertise:** Marketing strategy planning, Customer understanding, Market analysis, Brand & Campaign execution, Public relations, Event planning, Social media management.
- **Technical:** Digital marketing (Media & Data), Graphic design (Illustrator, Photoshop, Premiere, Canva), Microsoft Office (Word, Excel, PowerPoint, Outlook, Projects), Web design & analytics (LadiPage, Wix, Google Analytics).
- **Soft:** Detail-orientation, Communication, Problem-solving, Time management, Presentation, Team working.
- **Language:** Vietnamese (Native Proficiency) & English (Professional Working Proficiency with TOEIC 835+, advanced in written & verbal communication).

PROFESSIONAL EXPERIENCE

Assistant Brand Manager

2022 to 2024 | UNIVERSAL VIETNAM STEEL BUILDINGS CO. LTD.

Played a pivotal role in bridging the gap between complex technical products and customer needs at one of the leading providers of pre-engineered steel building solutions globally.

- Supported Marketing Manager in developing & executing strategic plans, including full year & half-yearly initiatives, to maximize brand growth & market potential.
- Conducted market research, analyzed brand performance (sales, market share, brand health), & proposed actionable programs to drive business objectives.
- Managed marketing budgets, tracked expenditures, & ensured campaigns stayed within allocated spending limits.
- Led in planning, & executing product launches, & creative campaigns to enhance brand awareness & customer engagement.
- Collaborated with cross-functional teams to ensure seamless execution of marketing initiatives & achieve KPIs.
- Prepared regular reports on campaign performance, budget utilization, & market trends to optimize strategies & improve ROI.

Top Achievements:

- **Best performed Marketer** in 2 years working.
- Managed a high-performing team (**15 members**), completed **30+ projects** with over **95% customer retention**.
- Established a strong brand identity (new strategy, brand book, assets) that increased **brand recognition by 80%**.
- Secured the biggest contract through effective sales collaboration, contributing to **1/3 of the total revenue** in 2023.
- Developed effective media & social plans that increased **website traffic by 50%**, boosted **conversion rate by 25%**, & average **time on site by 2 minutes** through targeted marketing campaigns.
- Successfully gained **over 283% impressions** on the new product launch campaigns in **1 week**, & increased **10% total revenue**.

Marketing Executive & Assistant to Global CMO

2020 to 2021 | CENTER OF EXCELLENCE AT VINGROUP | VINFAST & VINBUS

A world-class automotive brand within Vietnam which is aiming for a rich product portfolio as well as a sustainable, convenient and exciting future.

- Collaborated with the world-renowned creative agencies to develop & execute global high marketing strategies for VinFast & VinBus, assisting the CMO in delivering key brand messages to a global audience.
- Led a successful launch of the Global TVC for VinFast's future electric vehicles era - broadcasted on CNN US channel.
- Worked with top Vietnamese agencies to deliver the VinFast website & other digital marketing initiatives.
- Pioneered the use of AR/VR technology in VinFast's physical stores (Vin3S), launching over 65+ stores in 2021.
- Engaged with government to secure sponsorships in sports tournaments & environmental campaigns.

Top Achievements:

- Earned **over 400K+ buzzes** & **90K+ discussions** on social media within **2 days** about the Global TVC.
- Set a record with nearly **4K pre-orders** of VFe34 in the first 12 hours.

Marketing Executive

2019 to 2020 | THE CATINAT

A local brand which is on their way to reach out new aspect of aestheticism.

Oversaw marketing campaigns, conducted market research, achieve 100% target audience reach in December, 2019 & drive sustained sales growth.

EDUCATION

Bachelor of Business Administration - GPA: 3.7/4.0

2017 to 2021 | INTERNATIONAL UNIVERSITY - VNU HO CHI MINH CITY



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