



Cuong Hung Trinh

Marketing and Content Specialist

In the short term, I aim to deepen my expertise in digital marketing, especially in SEO, content creation, and social media strategy, leveraging my strong English proficiency to engage with international markets effectively. My long-term goal is to grow into a leadership role within marketing, integrating innovative technologies like AI to develop cutting-edge, data-driven marketing strategies that drive growth and set new industry standards.

PROFILE

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SKILLS

EDITING

Canva

ADS

Google Ads
Facebook Ads
E-commerce Ads (Tiktok, Shopee)

DATA ANALYTICS

Google Analytics
Meta Marketing Analytics

FULL-STACK WEB DEVELOPEMENT

NodeJS, ReactJS
Gitlab, Postman v9

SOFT SKILLS

Leadership
Adaptability
Confidence

EDUCATION

QUEEN MARY, UNIVERSITY OF LONDON

BUSINESS AND MANAGEMENT

2011 - 2014

Bachelor Degree

IRONHACK DEVELOPER BOOTCAMP VIET NAM

JAVASCRIPT WEB DEVELOPER (MERN STACK),

06/2023 - 01/2024

Coding bootcamp

CERTIFICATIONS

IELTS

Score 7.5

Vanderbilt University

Prompt Engineering Specialization

Meta

Meta Social Media Marketing Professional Certificate

Google

Google Data Analytics Certificate

WHAT I AM GOOD AT

- 8 years of experience working in Agency environment, event organization and real estate cooperation.
- Good project planning and management, experience running campaigns from start to finish.
- Experienced in organizing in-house events, large-scale outdoor events and press release.
- Experience in management and communication on owned media and paid media tools to ensure the best optimization.
- Have knowledge of event techniques and staging, ability to manage and direct show events.
- Good communication skills with stakeholders, creative and effective problem solving.
- Proficient in setting up and optimizing Facebook Ads and Google Ads campaigns.

WORK EXPERIENCE

09/2021 - present

CUONG ANH INVESTMENT & DEVELOPMENT COMPANY

MARKETING SPECIALIST

Providing real estate investment, management and repair services in Hungary. Providing residence card making services in Hungary. Provide and execute social media marketing strategy. Manage Social Media pages and E-commerce shops. Provide SEO optimized content writing services. Provide Website design services.

09/2020 - 09/2021

FLC HOLIDAY

DIGITAL MARKETING EXECUTIVE AND EVENT PLANNER

Participate in weekly company sales events by planning and executing. Plan and execute all digital marketing activities, including SEO/SEM, database marketing, email, social media, and display advertising campaigns on Google Ads and OOH. Design, build and maintain our social media presence on Facebook. Work with resellers and other supplier partners.

10/2019 - 09/2020

FLCHOMES TRADING AND INVESTING REAL ESTATE JOINSTOCK COMPANY

MARKETING EXECUTIVE

Developing and implementing a cohesive marketing plan to increase real estate project awareness from the consumer. Developing concept for new real estate project. Participate in the quarterly and annually planning of the company's objectives. Monitoring marketing campaigns, improving them and make sure its effective with team. Developing marketing contents for newspaper, television and digital marketing on Facebook.

09/2017 - 09/2019

PETROLINK TRADE AND MEDIA JOINSTOCK COMPANY

MARKETING EXECUTIVE AND EVENT PLANNER

Event planning, design and production while managing projects delivery elements within time limits. Organize facilities and manage all events details such as: decor, catering, entertainment, transportation, location, invitee list, special guests, equipment, promotional material, etc. Ensure compliance with insurance, legal, health and safety obligations. Specify staff requirement and coordinate activities. Proactively handle any arising issues and troubleshoot any emerging problems on the event day.

09/2015 - 08/2017

HANOI LIQUOR JOINSTOCK COMPANY

VICE HEAD OF MARKETING DEPARTMENT

Developing and implementing a cohesive marketing plan to increase brand awareness. Ensure brand image presence at point of sale with the use of POSM, Promotion girls and meeting partner needs. Market analysis then identified challenges and opportunities. Participate in the quarterly and annually planning of the company's objectives. Monitoring marketing campaigns, improving them and make sure its effective with team.

07/2023 - present

PRINCI - Dress Store

Type Online store

Your team size 1

POSITION DIGITAL MEDIA MARKETER

Manage and enhance brand's presence on social media platforms: Facebook, Instagram, Thread. Manage and produce/edit marketing contents such as videos, banners, on various platforms and website. Manage and enhance brand's presence on e-commerce platforms such as Shopee, Lazada, Tiktok Shop.

Plan, execute and report ads campaigns on Facebook Ads and Google Ads.

SKILLS

Social media marketing
Google Analytics
Facebook Ads
Canva

09/2023 - 12/2023

E-commerce store

Type Online store

Your team size 1

POSITION FULL-STACK

Homepage: introduces outstanding products
Product categories: display all products, search, pagination, filter, sort
Product details: product details, technical features, product insight, review
Shopping cart: displays selected products, adds or removes items, adjusts quantity
Orders: enter order information, shipping information, and place an order
Dashboard: track information about sales, customers, orders, and products

TECHNOLOGY DESCRIPTION

Front-End: ReactJs: create-react-app, material UI, react-bootstrap, reactstrap, Admin - LTE front-end framework version 17.0.2, react router
Back-end: NodeJs, MongoDB 6
Engineering: GitLab, Postman v9

09/2020 - 09/2021

Monthly Sales Event - FLC Holiday

Type Sale Event

Your team size 4 people

POSITION EVENT COORDINATOR

Planning for monthly sales events of at least 200 customers.
Held in different cities each month.
Execute and supervise the sale events.

SKILLS

Event planning
Multi-channel Marketing

06/2019 - 09/2020

FLC Real Estate Projects Marketing Campaigns

Type Marketing campaigns

Your team size 20 people

POSITION MARKETING CAMPAIGNS

Projects: FLC Canava, FLC Sadec, FLC Quy Nhơn.

Each campaign utilized a comprehensive mix of traditional, digital, and experiential marketing strategies to enhance brand visibility and drive sales.

The FLC Canava campaign targeted diverse customer segments through trade shows, events, and digital ads. The FLC Sadec campaign combined high-quality marketing materials, launch events, and targeted advertising. The FLC Quy Nhơn campaign focused on brand awareness and customer engagement through film updates, remarketing, and outdoor ads, executed over the summer months.

SKILLS

Digital marketing
Multi-channel Marketing
POSM/OOH

POSITION EVENT COORDINATOR

Planning for monthly sales events of at least 300 customers.
Held in different cities each month.
Execute and supervise the sale events.

SKILLS

Event planning
Multi-channel Marketing

POSITION EVENT MANAGER

Organize a press conference with the participation of more than 50 domestic newspapers about the launch of iBOSSSES Vietnam and the signing ceremony of cooperation with strategic partners.
Plan a pre-ceremony marketing communication campaign on different channels. Including online newspapers, print newspapers, social networks and offline marketing such as POSM, OOH, etc.
Plan and implement the launch event.

SKILLS

Event planning
Multi-channel Marketing

POSITION MARKETING CAMPAIGN

Managed a marketing campaign for HALICO to promote clean and quality liquor consumption, enhancing brand reputation and consumer trust. The campaign focused on educating consumers about the benefits of choosing clean liquor and featured various promotional activities across different media channels.

SKILLS

TVC production
Multi-channel Marketing

09/2019 - 09/2020

Monthly Sales Event - FLC Homes

Type Sale Event

Your team size 4 people

05/2018 - 08/2018

Launching of iBOSSSES Vietnam

Type Launching product and Press Conference

Your team size 10 people

09/2017 - 12/2017

HALICO Sống chất, Uống chất

Type Marketing campaign

Your team size 10 people

09/2016 - 09/2016

Launching of 94 Lo Duc

POSITION EVENT MANAGER

Launching of Product 94 Lo Duc.

Type Launching product

Your team size 10 people

Held press and launching new product marketing events.

Ensure coverage of new products in mass media.

Ensure new product images and brands at points of sale and media publications.

SKILLS

Event planning

Multi-channel Marketing

09/2016 - 09/2017

Trade Fairs - Halico

Type Trade Fairs

Your team size 10 people

POSITION SALE BOOTH MANAGER

Participate in designing and building booths to introduce brand products.

Ensure brand recognition at the booth including POSMs, promotion girls, music shows, promotional games and sample products.

Coordinate and supervise booths during the fair.

SKILLS

Event planning

Multi-channel Marketing

Fair management

INTERESTS

Basketball

Reading

Coding

REFERENCES

Mr. Kiên - giám đốc Petrolink. Số điện thoại: 0903290804

Mrs. Nga - giám đốc Marketing FLC Homes. Số điện thoại: 0901762828