






# 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

#### VCB Group

Real Estate Broker 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.
- Spearheaded marketing campaigns and SEO-driven content creation, optimizing company blog posts and website, resulting in a 30% increase in organic traffic within the first three months.
- Managed a team of 5 to launch an automated website generation system using WordPress, increasing efficiency for clients and boosting client sign-ups by 20%.
- Developed and implemented social media marketing strategies that increased social media engagement by 35% over a 6-month period.
- Analyzed digital marketing performance metrics using Google Analytics and Meta Analytics, providing actionable insights that improved conversion rates by 25%.

09/2020 - 09/2021

### **FLC HOLIDAY**

#### **DIGITAL MARKETING EXECUTIVE AND EVENT PLANNER**

- Participate in weekly company sales events by planning and executing.
- Managed a **\$30,000** digital marketing budget.
- 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**

- Participated in a digital marketing campaign that increased lead generation by 35% and drove a 25% increase in sales for FLC Homes' new real estate developments.
- Managed a **\$500,000** marketing budget and optimized social media strategies that resulted in a 50% growth in follower engagement across platforms.
- Developed SEO-focused content that increased website traffic by 60% in 6 months.

09/2017 - 09/2019

### **PETROLINK TRADE AND MEDIA JOINSTOCK COMPANY**

#### **MARKETING EXECUTIVE AND EVENT PLANNER**

- Led marketing initiatives for major brand events, including the iBOSSSES Vietnam launch.
- Directed digital marketing campaigns, including email marketing and paid social media ads.
- Oversaw the production of marketing materials (brochures, POSM, OOH), and coordinated with external agencies to execute PR strategies, leading to a 30% increase in media coverage for key campaigns.

09/2015 - 08/2017

### **HANOI LIQUOR JOINSTOCK COMPANY**

#### **VICE HEAD OF MARKETING DEPARTMENT**

- Led the 94 Lò Đúc liquor product launch, driving a 20% increase in market share within the first 3 months.
- Designed and executed a multi-channel marketing campaign that boosted product awareness by 45%, resulting in a 30% increase in

sales. Coordinated press conferences and influencer marketing, managing a **\$75,000** campaign budget.

- Ensure brand image presence at point of sale with the use of POSM, Promotion girls and meeting partner needs.

## PROJECTS

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.

#### **RESULTS**

- Boosted online engagement by 25% within the first 3 months through social media campaigns.
- Increased conversion rates on e-commerce platforms by 15%.

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

#### **RESULTS**

- Designed and maintained a product catalog of over 50 items, driving a 20% increase in online sales.
- Achieved a 10% reduction in shopping cart abandonment rate through optimized UX design.

09/2020 - 09/2021

### **Monthly Sales Event - FLC Holiday**

Type Sale Event

Your team size 4 people

#### **POSITION EVENT COORDINATOR**

- Planning for 10 monthly sales events of at least **200** customers.
- Held in different cities each month.
- Execute and supervise the sale events.
- Events include MCs, tea and cake parties, music, company and product introductions and product pitches.

06/2019 - 09/2020

### FLC Real Estate Projects Marketing Campaigns

Type Marketing campaigns

Your team size 20 people

#### RESULTS

- Increased event attendance by 30% through effective digital marketing strategies.
- Generated a 7% increase in sales through monthly events.

#### POSITION MARKETING SPECIALIST

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

Each campaign employed a strategic blend of traditional, digital, and experiential marketing efforts to elevate brand visibility and drive substantial sales growth.

1. FLC Canava Campaign: Allocated a marketing budget of **\$150,000**, targeting diverse customer segments through trade shows, events, and digital advertising. This campaign resulted in a 30% increase in lead generation and a 25% rise in customer inquiries.
2. FLC Sadec Campaign: With a **\$500,000** marketing budget, this campaign combined high-quality marketing materials, launch events, and targeted digital and outdoor advertising. It resulted in a 40% boost in brand awareness and a 20% uptick in sales conversions.
3. FLC Quy Nhơn Campaign: Focusing on brand awareness and customer engagement, this campaign was executed over the summer months with a budget of **\$250,000**. It included film updates, remarketing, and outdoor ads, which collectively led to a 50% increase in site visits and a 35% growth in prospective customer engagement.

#### RESULTS

- Raised brand awareness by 40% across targeted regions through a mix of traditional and digital campaigns.
- Drove a 20% increase in lead generation for FLC real estate projects.

09/2019 - 09/2020

### Monthly Sales Event - FLC Homes

Type Sale Event

Your team size 4 people

#### POSITION EVENT COORDINATOR

- Planning for 12 monthly sales events of at least **300** customers.
- Held in different cities each month.
- Execute and supervise the sale events.

#### RESULTS

- Delivered a 35% increase in event participation compared to the previous year.
- Contributed to a 5% increase in sales during each event cycle.

05/2018 - 08/2018

### Launching of iBOSSSES Vietnam

Type Launching product and Press Conference

#### POSITION EVENT MANAGER

- Organize a press conference with the participation of more than **50** domestic newspapers about the

Your team size 10 people

- 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.

#### RESULTS

- Secured media coverage in 50+ news outlets, driving a 25% increase in brand awareness.
- Boosted event participation by 20% through a multi-channel marketing approach.

09/2017 - 12/2017

### HALICO Sống chất, Uống chất

Type Marketing campaign

Your team size 10 people

#### POSITION MARKETING MANAGER

Campaign Budget: **\$40,000**

Managed a marketing campaign for HALICO to promote the benefits of clean and quality liquor consumption, focusing on enhancing brand reputation and building consumer trust. The campaign included a mix of digital ads, influencer partnerships, in-store promotions, and educational content about the health benefits of clean liquor, delivered through social media, TV spots, and local events.

#### RESULTS

- Increased brand recognition by 25% and improved market share by 10% post-campaign.
- Reached over 150,000 consumers through multi-platform marketing.

09/2016 - 09/2016

### Launching of 94 Lo Duc

Type Launching product

Your team size 10 people

#### POSITION EVENT MANAGER

- Managed a **\$75,000** campaign budget, working with cross-functional teams to create high-impact content that reached over 500,000 customers.
- Launching of Product 94 Lo Duc.
- 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.

#### RESULTS

- Increased media mentions by 30% and secured product placement in 100+ retail outlets across country.
- Drove a 15% increase in initial sales within the first month post-launch.

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.
- RESULTS**

- Managed booths that attracted over 3,000 visitors, increasing brand visibility by 35%.
- Led to a 20% boost in product sales during fairs.

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## INTERESTS

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Basketball  
Reading  
Coding

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## REFERENCES

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Mr. Kiên - giám đốc Petrolink. Số điện thoại: 0903290804  
Mrs. Nga - giám đốc Marketing FLC Homes. Số điện thoại:  
0901762828