

# THU THAO PHAN



Quick learning, full responsibility and highly positive attitude are the factors that making of me in working enviroment. From my point of view of occupation, an ideal working place to be successful is where you can find the passion in it. Because "the only way to do great work is to love what you do".

## ABOUT ME

- D.O.B: 05.06.1990
- Thuthaophan5690@gmail.com
- +84978748873
- FB.com/Thaosmile

## EDUCATION

- 2013 - 2016**      **Master Degree**  
MBA  
University of Economics Ho Chi Minh
- 2015 - 2016**      **Certification**  
Digital Marketing  
BMG International Education
- 2008 - 2012**      **Bachelor Degree**  
Business Administration  
Ho Chi Minh University of Industry

## SKILLS

- English              ★★★★★☆
- Chinese             ★★☆☆☆☆
- Microsoft Word    ★★★★★★
- Excel                ★★★★★★
- Power Point        ★★★★★★
- Photoshop          ★★☆☆☆☆

## INTERPERSONAL SKILLS

- Planning            Management
- Negotiation        Communication
- Team Working      Team Leadership
- Researching        Presentation
- Creativity Skill    Relationship Building
- Writing PR Article

## EXPERIENCE

**2013 - present**      **VNG CORP.**

**TALKTV - Live Streaming Platform**

**Marketing Specialist - Team Leader**

- Content Manager  
Developing content strategy aligned with short-term and long-term marketing targets.  
Creating and publish engaging content.  
Managing the distribution of content across all channels.  
Capturing hottest trend and guiding content.
- Digital Marketing  
Developing, manage digital marketing campaigns including Facebook Ads, GDN, online PR, social media and display advertising, offline promotion /event...  
Measuring and report on the performance of all digital marketing campaigns.  
Building relationships with more than 3,000 KOLs, media channels, content partnerships & alliances in the field of entertainment, gaming device/ equipment...
- Product Operation  
Formulating product development strategy.  
Ensuring product operate stable.  
Analyzing user/consumer behavior to upgrade the product level.

**2012 - 2013**      **RSVP Viet Nam Agency & Magazine**

Formulating short term and medium term content plans.

Capturing the hottest trend, provide the concepts & ideas.

Editing magazine's content.

Devising the concept for the photo shoot and supervising the execution.

Business developing with alliances in the field of Journalism & Media, fashion brands, hotels and restaurants ...

## ACHIEVEMENT

One of the Top Employees have the best performance in 2014, 2015.

## INTERESTS

