

## THÁI NHẬT HUY (HUY THAI)

12+ years in Marketing & Communication | 8+ years in Tech Industry

### Professional approach

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- Leverage data-driven insights to address customer pain points throughout their journeys.
- Achieve tangible results through people development, strategy execution, and technology adoption.

### Leadership approach

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- Result-driven but also process-oriented.
- Application of coaching principles such as active listening, empathy, and goal setting.

### Latest position

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Jun 2022 – Present | [TRG International](#) – Marketing Manager

- Enhance **brand awareness** and contribute to **sales pipeline growth** by executing comprehensive B2B marketing strategies and tactics.
- Lead and develop a dynamic team of **7 marketing professionals**, plus a diverse group of freelancers and interns, specializing in a wide range of essential fields such as content creation, event management, digital marketing, graphic design, and video production.
- Utilize a HubSpot CRM of 80,000+ contacts to run automated marketing workflows.
- CEO Appreciation Awards in 2021 and 2022.

Jan 2016 – May 2022 | [TRG International](#) – Content Marketing Manager

- Manage and coach a team of **3 full-time content writers and 3 interns**.
- Create and deliver in-depth content (in English and Vietnamese) in different formats (blogs, white papers, reports, executive briefs, etc.) about various subjects and industries (financial management, manufacturing, talent management, digital transformation, hospitality, retail, etc.)

### Other experiences

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Mar 2015 – Nov 2015 | [danhgiaXe.com](#) – Content Manager

Mar 2011 – Feb 2015 | **ELLIS ACADEMY** – Marketing Team Leader

Jul 2010 – Mar 2011 | **CNC APTECH Computer Training** – Center Head

May 2009 – Jul 2010 | **TalkMore Program** – Co-founder

### Education

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2005 – 2009 | **International University** – HCMC National University