

SAMMY NGUYEN

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PROFILE: 4 years of experience working in the Marketing and Advertising field. Recently graduated in Marketing Research and Analytics postgraduate program. Proven analytical and planning skills. Recognized as a creative writer, determined and an enthusiastic person.

SKILLS

- Professional Skills: Content Marketing | Community Management | Data Analysis | Social Media Planning | Presenting | Copywriting | Communicating.
 - Technical Skills: Microsoft Office | Google Analytics | Facebook Ads | Instagram Ads | Google Ads | Sprout Social | Buffer | Iconosquare | InDesign | Photoshop | Animaker | iMovie | Tableau | SAS Miner | Qualtrics.
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EXPERIENCE

Social Media Specialist

(February 2016 – October 2017)

Click Media JSC – Group M (Advertising Agency)

Ho Chi Minh, Vietnam

- Contributed to 10% of sales avenue growth by winning numerous digital campaign pitches and getting new clients.
- Successfully built and maintained positive client relationships with more than 20 brand clients (Unilever, L'Oréal, Piaggio, etc.) by handling day-to-day client requests, resolving issues and managing paperwork (quotations, contracts, etc.)
- Conducted and analyzed quarterly reports on social media competitive analysis.
- Worked closely with media teams to consult on paid media campaigns to optimize campaign performances and influencers to promote client's advertising campaigns.

Content Creator

(October 2014 – January 2016)

Click Media JSC – Group M (Advertising Agency)

Ho Chi Minh, Vietnam

- Planned and developed content strategies to ensure each brand maintained its own voice and targeted the right audience, which helped in rising CTR and social media ROI.
- Oversaw social media content calendars and executed weekly content, PR articles, SEO content for more than 30 brands.
- Managed social media channels for those brands and monitored engagement as an administrator, resulting in an increase of customer satisfaction rate.

Marketing and PR executive

(October 2013 – October 2014)

ZO Co LTD (E-commerce Company)

Ho Chi Minh, Vietnam

- Contributed to develop and execute online marketing and advertising campaigns that improved website's conversion rate by 20%.
- Planned, monitored and conducted monthly report on paid media campaigns (Facebook Ads, Google Ads, etc.), resulting in a growth of sales revenue and Facebook likes from 1,000 to 10,000.
- Worked closely with the press by distributing press releases and PR articles.
- Managed social media community across all channels.

Social Media Influencer

(2012 - 2014)

Collaborated with advertising agencies to:

- Promote brand products (PepsiCo, Unilever, etc.) on personal Facebook which had 4000+ friends and 1000+ followers.
 - Build and manage an online community of SYM motor's user as a Founder and admin of a 1000+ members Facebook group. Organize monthly offline events, conduct group research in supporting for SYM to better understand their customers.
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EDUCATION

Post Graduate Certificate in Marketing Research and Analytics

(2018 – 2018)

- Centennial College, Toronto, Canada

Bachelor of Marketing and Public Relation

(2009 – 2013)

- Van Lang University, Ho Chi Minh, Vietnam
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FOR MORE INFORMATION, PLEASE CHECK OUT MY ONLINE PORTFOLIO AT:

WWW.CURIOUSAM.COM