



Marketer

# Hoàng Phan Quang Phú

## OBJECTIVE

As a young person, I possess a capacity for creativity and a strong desire to connect customers with brands and products. I take my responsibilities seriously and am able to perform well even under pressure. Additionally, I have good of management my team member; risk management; excellent listening, communication skills; last but not leave is operations skills. I always strive for excellence in any projects that I undertake and approach everything in my life with a strong can-do attitude.

## SKILLS

**Design**

Ps Photoshop, Ai Illustrator, Figma, Lr Lightroom, Davinci

**Photo - Video**

**Paid Media**

Google Ads, FB Ads

**Code**

HTML 5, CSS 3

**3D**

Sketchup

## EXPERIENCE

**2020** **HYEC**  
Marketing Executive

- Manage and operate the Fanpage: post content, engage with followers, respond to messages, and schedule posts, schedule a medical appointment.
- Website management: publish SEO articles, insert links, and manage images on the website. (Haiyeneyecare.com)
- Media management: Capture photos and videos of the clinic.
- Manage Facebook groups and oversee seeding accounts in groups.
- Decorate and arrange the clinic as per requirements.
- Work with the team to plan quarterly marketing.
- Plan and implement the company's offline event activities every month.
- ★ Increase customer feedback rates, boost appointment booking, and increase

**2020 - 5/2023** **Golden Coin Digital Agency**  
Account Executive (2020 - 5/2021)  
Senior Account Executive (5/2021 - 5/2022)

- Project Management: Receive briefs form clients, prepare quotations, brain storm with internal team, develop proposals, present to clients , and execute projects.
- Manage project-related documents such as clients contracts, vendor contracts, acceptance records, payments and reports for clients.
- Balance and oversee operational costs.
- Supervise and provide training for subordinates.
- Areas of expertise include Social Campaigns, Media Strategy, Motion Graphics, 3D & Virtual Showroom, Website & Application development, and Influencer Marketing.
- Clients retention rate is approximately 80%, put up to increase sales for the company by upselling, and finding new B2B customers.
- Provide support in managing and operating clients websites and applications.
- Source and manage vendors, if applicable.
- ★ Notable clients include Honda Vietnam, Thaco Group, Thaco Auto, Thagrigo, Thilogi, Tous le Jour, Hero TD.
- ★ Complete the project with KPIs set for clients and sales margin KPIs for the company.

**7/2023 - Now** **iOnline Agency**  
Senior Account Executive

- Equivalent tasks at GCD Agency.
- Operate under the command of the CEO.
- Directly liaise with the client's internal team for operational representation.
- Address risk issues from the client's perspective.
- Build and manage community for clients.
- Improve workflow processes across internal departments.
- Advise the CEO on aligning with the company's future development directions.
- Organize internal activities.
- ★ Notable clients include Turbog, PNJ, Schneider Electrics, Laurier, Panasonic, Honda Vietnam.

**Since 2014** **Personal Business**

- Co-Founder D'LYN Co., Ltd
- Co-Founder Wine Store in HCMC
- Photographer Freelance
- Traded (purchased and resold) Laptop, Cellphones, Motorcycle, ...
- Dealer order US, CN, JP.

## SOFT SKILLS

- MANAGEMENT TEAM
- CRISIS HANDLING
- OPERATE
- SOURCING SKILLS
- B2B / B2C MANAGEMENT

## CONTACT

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## ACHIEVEMENT

- Impressive number of SOV**  
Honda Vietnam  
Complete project with an impressive SOV number (< 50%) compared to competitors.
- Impressive sales for customers**  
PNJ  
Complete project with an impressive SOV number (< 50%) compared to competitors.
- Develop a system plan for the corporation**  
Thaco Auto  
Propose and build long-term website system of Thaco Auto and Subsidiaries