



TRI, PHAM TAN

Digital Marketer

Profile

With nearly 5 years of experience in the marketing industry from execution to management, also having experiences in self-employment in the field of F&B, I am always ready to share and accept new challenges: new jobs, potential cooperation opportunities.

Skills

- **Content:** social post, blog, SEO, video script, company profile, article, PR, proposal,...
- **Website development:** Ladipage, Haravan, Sapo, Wordpress, Shopify; Hosting, Cpanel, Domain,...
- **Design & Video:** Ps, Ai, Pr,...
- **Social Media:** Facebook, Youtube, Instagram.
- **Paid Media:** Facebook Ads, Google Ads
- **Email marketing:** Getresponse, Mautic
- **Analytics:** Facebook Pixel, UTM, GA, GTM,...
- **Events:** planning, supply,...
- **Coding:** CSS, HTML, PHP, domain, hosting...

Soft skills

- Teamwork
- Learning skills
- Sales skills
- Customer Insight
- Problem Solving
- Flexibility
- Work Independantly
- Creative
- Critical thinking
- Research

Contact

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Work Experience

Jan 2021 - Now / Marketing Manager - Optihome

- Develop a marketing strategy throughout the customer journey: from traffic to conversion.
- Propose tactics and implementation plans to ensure KPIs are achieved.
- Collaborate with sales and other departments to develop and implement marketing plans.
- Responsible for brand building and management. Manage the printing of flyers, catalogs, website content proposals.
- Measure and report performance.

Dec 2019 - Dec 2020 / Co-founder - combui.online

- Responsible for planning and executing sales and marketing activities
- Responsible for the purchasing and supplying of raw materials.

Freelancer

- Freelancer for marketing jobs and projects: content, design, website building, facebook ads, affiliate,....

May 2019 - Dec 2019 / Growth Hacker - A1dighub

- Planning & executing growth activities: content, webinar, workshop,...
- Building & managing: website, fanpage, social group A1dighub,...
- Leader of a cooperation project between A1dighub & thegioirouou.vn: recruiting and training in-house marketing team; review and evaluate current marketing activities, propose, plan & execute online marketing tasks to achieve KPIs, measure and report results.

May 2017 - May 2019 / Marketing Executive - Draco Group

- Participate in building positioning, brand and product strategy.
- Participate in the development of an master and detailed marketing plan.
- Conceptualize and implement activities, advertising programs, promotions,...
- Implement POSM content, website articles, fanpage post,...
- Conceptualize and organize events, participate in exhibitions,...
- Building & managing social channels: Website, Fanpage, Youtube,...

Sep 2016 - Mar 2017 / Reporter, Editor - Vietnam Sport E-magazine

- Planning and organizing news production (articles, videos,...)
- Translating and editing news from foreign websites.
- Writing commentary, analysis, synthesis... the assigned category.
- Managing social channels: Fanpage, Youtube,...

Education

Sep 2011 - May 2015

Bachelor of Urban Studies - University of Social Sciences and Humanities)