

Phuong Anh Nguyen (Méline)

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I consider myself a lifelong learner with *strategic-aesthetic traits* and a *versatile 'living machine'* willing to take over challenges and create valuable brand impacts—bringing positivity, creativity and provability into dealing with multiple JTBDs while maintaining resilience and a people-oriented mindset.

ACADEMIC BACKGROUND & FOUNDATION

Foreign Trade University

Bachelor of Business English (GPA 3.6/4)

Hanoi, Vietnam

Prospective year of graduation: 2024

BI Norwegian Business School

Nominated Exchange Student – International Business

Oslo, Norway

January 2022 – June 2022

AIIESEC in Vietnam

National Public Relations Manager

Vietnam

October 2020 – January 2022

WORK EXPERIENCES

NUOA.IO – GHG Management Software

October 2023 – June 2024

MARKETING SPECIALIST (BRAND MARKETING DOMAIN)

- Spearheaded full-stack marketing strategies & executions including public relations, branding & digital marketing. Grew brand awareness by up to 295% and helped Nuoa.io ranked top 3 among fastest growing competitors on LinkedIn
- Established and maintained an effective online presence, ensuring Nuoa.io's platforms remained user-friendly and accessible for both expert and non-expert audiences;
- Worked closely with thought experts and high-leveled leaders with rich experience from ABinBev, Gojek, Amazon;
- Collaborated with cross-functional teams, including product, sales & BA, ensuring a cohesive and integrated approach for B2B Marketing.

Glam Nest – Premium Maternity Fashion Brand

February 2024 – July 2024

BRAND MARKETING SPECIALIST

- Developed and executed a comprehensive marketing strategy for Glam Nest, resulting in a 43% increase in brand engagement and a 30% uplift in brand preference among target customers within 3 months;
- Conceptualized and led 3 successful digital marketing campaigns with 2 collections in 6 months, generating 2,8 billion VND in revenue and driving a 25% increase in online sales;
- Spearheaded a successful rebranding initiative, revitalizing the brand identity and enhancing market positioning in the category;

ADZ Innovation and Production Co., Ltd.

September 2023 – February 2024

BOD ASSISTANT

- Assisted with crafting branding assets and materials, including brand strategy, company profile, brand credential, branding website, etc.;
- Conducted market research and customer analysis of beauty and fashion industry to report with the BOD and make actionable plan;
- Interpreted in business meeting and translated documents with advanced business English in use.

ACCOUNT EXECUTIVE

- Performed day-to-day account work including making quotations, execution plans and reports; crafting a wide range of written social content; working with influencers, and handling clients; managing projects performed with and by many stakeholders;
- Handled trade marketing campaigns (promotion legs, product launch) on e-commerce, including branding materials, KOL/KOC review;
- Generated reports to conduct market trends analysis, identifying target customers and creative strategies to come up with pitching decks for clients;

Clients to serve: Lifebuoy (Vietnam & Regional), P/S (Regional), Johnnie Walker

PROJECT EXPERIENCE

WORLD CHILDREN’S DAY – UNICEF NEXT GEN

September 2023 – November 2023

PROJECT COORDINATOR

- Collaborated with steering committee of UNICEF Next Gen to conduct project proposal; event planning & external management for World Children’s Day 2023 – an annual event of UNICEF that centers around children's rights.

TẮT ĐÈN BẬT Ý TƯỞNG (LIGHTS OFF, IDEAS ON CSR CAMPAIGN)

March 2023

EXTERNAL RELATIONS MANAGER

- Partnered with & managed 200+ external stakeholders (local business, social figures, media exposures) to engage with the campaign, achieved 3000+ participants attracted;

LAZADA FORWARD SCHOLARSHIP

January 2022 – July 2022

PRODUCTION MANAGER

- Conducted research & analysis on customers, competitors to build up communication strategy and integrated marketing plan for the project that reached up to 1M+ youth engaged with project.

CORE COMPETENCIES

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|----------------------|---------------------------|-----------------------------------|
| • Brand Marketing | • Stakeholders Management | • English (C1), French (A2) |
| • Strategic Planning | • Project Management | • Web Design & Development |
| • Market Research | • Public Relations | • Graphic Design |
| | | • Publications & Advanced Writing |

ADDITIONAL INFORMATION

- **Competition:** Future Lions (Top 15) – Vietnam Young Lions 2024, Top 30 (2.42%) – Valiant Marketer 2023
- **Personal interest:** Self-taught content creator, podcaster in poetry & philosophy field
- **My portfolio:** melinenguyen.com