



Xuan, Dang Nghinh

Strategic Marketer

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ABOUT ME



19/08/1995



Nothing can stop the right attitude from achieving its goals.

CONTACT



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EDUCATION

Bachelor of Communion (Professional Communication)

RMIT University - Hanoi Campus (Oct 2013 - Sep 2016)



- >> Attended advertising, PR, marketing and leadership courses with high distinctions/distinctions.
- >> Selected as Student Learning Advisor Mentor (SLAMs) for Professional Communication major for excellent academic results.
- >> GPA: 3.35/4.0

Specialization in English

Foreign Language Specialized School (Aug 2010 - May 2013)



- >> Attended gifted class for the students with the highest entrance exam results.
- >> Awarded merit scholarships every semester.
- >> GPA: 9.1/10

AWARDS

President's Award

RMIT University - Hanoi Campus (Dec 2016)

youtu.be/UtE8Z8UbLnA



- >> Awarded as the outstanding undergraduate student who embodies all that RMIT Vietnam would wish a graduate to exemplify high academic achievement, social responsibility and service to the university community.
- >> Represented Class of 2016 to deliver an inspiring speech at the graduation ceremony.

President's Scholar

RMIT University - Hanoi Campus (Oct 2013)



- >> Awarded 100% tuition fee for exceptional academic results and leadership in high school.

AmCham Scholar Runner-up

American Chamber of Commerce - Hanoi Chapter (Dec 2016)



- >> Finalist of the scholarship for outstanding final-year undergraduate students in Hanoi who demonstrate leadership through academic performance, community involvement, extracurricular activities, and possess good English-language skills.

SKILLS

Leadership
Project management
Teamwork
Strategic planning
Research
Public speaking
Creativity
Writing
English
Microsoft Office
(Word, Powerpoint, Excel)
Graphic design
(Ps & Ai)



COURSE PROJECT

Leader

'The Tape Measure Master'

(Jun 2015 - Sep 2015)

thetapemeasuremaster.weebly.com/

- >> Led a 6-member team in Advertising Professional Practice course to create a virtual and on-campus campaign spreading awareness of weight obsession's harmfulness through its symbol yellow evil tape measure and empower young girls to take back control to stay healthy.



EXPERIENCE

Strategic Planner

Dentsu One Vietnam (Oct 2016 - Present)

dentsu
DENTSU ONE

- >> Become the youngest employee/strategic planner in the creative agency that won Campaign Asia's Vietnam Silver Agency of the Year 2016 after a 3-month internship.
- >> Conduct analytical market research on category - competitors - consumers, mining for strategic directions to guide creative solutions for brand problems.
- >> Prepare proposals and pitch for clients.
- >> Clients: Honda, Sony, Rohto, Kinh Do, SCG, Vietjet Air, etc.

Media/Communication Production Intern

CREATIO Creative Solution Consultancy (Jun 2016 - Sep 2016)

CREATIO
creation without end

- >> Wrote PR articles, collected and translated news from Vietnamese to English in the 1st month at Media Department.
- >> Managed account, proposed creative ideas, wrote copy and designed in the 2nd and 3rd months at Communication Production Department.
- >> In charge of key visual for "Elementary School Milk Festival 2016" by Tetra Pak and Vinamilk. Communicated among clients, designers and event organizers to guarantee POSM's quality.
- >> Other clients: Ministry of Health, Tuborg, PRIME, ROSATOM.

Campus Ambassador

Unilever Vietnam (Feb 2015 - Jan 2016)

Unilever

- >> Worked closely with HR - Talent Attraction & Acquisition to develop and execute communication plans to promote Unilever's career opportunities/activities for students. In charge of promotion in Hanoi Campus via online (intranet, mail, Facebook) and offline (POSM, event) channels.
- >> Managed 'Unilever Future Leaders' League 2015' competition's promotion in Hanoi, with 830 national registrations, Unilever's booth at 'Connecting The Dots' career fair by British Council.
- >> Contributed to Unilever Future Leader Program (UFLP) 2015 & 2016, Unilever Career Day 2015, UFresh Customer Development 2015, Comfort's Water Summer 2015, Unilever's booth at AIESEC Youth to Business Forum (Y2B) 2016.

Marketing Manager

Doó Entertainment (Oct 2015 - Dec 2015)

Doó

- >> Managed the team to develop and execute online marketing plans for: Dóo's 20/10, Halloween, Bua Trua Vui Ve on VTV6 events, Dóo X's Haunted Maze launching events, and offline POSM design.
- >> Attended weekly meetings with management board to review performance and synthesize operations.

President

Current Media RMIT Hanoi (Oct 2013 - Jul 2015)

CURRENT
MEDIA

- >> Strategically directed the club to become the high-quality student media & 40-member creative community of RMIT Hanoi.
- >> Successfully negotiated to get \$4000 annual sponsor from the university.
- >> Improved the print magazine in both quality and quantity (20 - 48 pages) & 'Current Media RMIT Hanoi' Facebook fanpage (300 - 1000 likes/900 campus students).
- >> Generated ideas and supervised 'Humans of RMIT' project on the fanpage, which was later invited by RMIT Marketing Department to cocreate content about RMIT students' life on the official Facebook fanpage of the university.
- >> Expanded to multiple online platforms: news website and Youtube channel.
- >> Organized creative events 'Christmas for Every RMITer' (2 days, 300 attendees, covered on Kenh14) and 'The Reef' (1 day, 200 attendees).

Deputy Head of Communication Department

Vietnamese Youth Model United Nations 2014 (Dec 2013 - Jul 2014)

VYMUN 2014

- >> Accountable for developing a promotional strategy to launch VYMUN 2014, the first national-scale Model United Nations in Vietnam.
- >> Attended management board meetings to set KPI, discuss next-step actions and synthesize activities among departments.
- >> Assisted Head of Department to keep track of teammates' performance.
- >> Brainstormed with the team to come up with ideas and prepared promotional materials.
- >> Managed media during the event (2 days, 500 attendees, 100 delegates).