



THANH HUY ĐOÀN

Marketing Executive - Web Developer - 5 Years Of Experience

BASIC INFORMATION

Birthday	04/02/1991
Nationality	Vietnamese
Marital Status	Single
Gender	Male

LANGUAGES

English	Advanced
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SKILLS

- UI Design
- Web Development
- Reliability
- Lifelong Learning
- Graphic Illustrations
- Work Under Stressful
- Well Organized
- Communication Skill
- English Language
- Analytic Skill
- Problem Solving

CONTACT ME

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CAREER OBJECTIVE

Desire to show competence and dedication to the development of the company with my proficient web development skills and marketing knowledge which are adequate for both content SEO and architecture SEO of website crucial requirements. Would like to undertake an official part of the professional team on a software company's practical project to gather more experience and develop technical facilities. Building the necessary knowledge and skills to establish the development of the stand-alone project as a full-stack developer soon.

WORK HISTORY

● Marketing Executive

Vietnam Canada Study Abroad Consultancy LTD
06/2016 - 04/2021 (4 years 10 months)

Job description:

1. Planning & Budgeting

- Work closely with the Director to build an effective Media Plan for a promotion campaign, an always-on campaign...
- Allocate a suitable budget for each campaign, and channel to optimize daily.

2. Execution workstream

- Work out a media plan under the company's Marketing Plan
- Implement, track, measure & monitor the effectiveness and cost of advertising campaigns on online marketing channels (heavily focused on FB) as well as offline channels; then make reports and analyses to make decisions to optimize advertising costs.
 - Create and manage content related to business services and expand customer conversion channels, including Blogs, Landing Pages, Email Marketing, and Phones...
 - Coordinate with the creative team to build the necessary Design graphics and SEO content to adapt to the marketing campaign.
 - Implement re-marketing activities via set-up automation workflow (email, paid ads) and instruct follow-up activities through Customer Service.
 - SEO: Research and propose keyword sets, build backlink systems, and user flow to attract traffic and improve website rankings.
 - Assist and was in charge of other side projects from the Canadian team and Director on the company's different business sectors including import-export and real estate investment.

Achievements:

- Successfully building and maintaining a blog powered by WordPress for brand marketing of the company's new Canada employment business service (<https://vieclamcanada.wordpress.com/>)-

- Create and promote a professional Facebook page for company Canada employment business service

(<https://www.facebook.com/vieclamcanada/>)

- Research and develop a comprehensive plan for a new sub-domain website that focuses on providing top-notch study abroad consultancy as well as the company's other business services. Keep working on it until the website is fully operational and managed by the trusted outsource website service provider, VietIt

(<http://thuonghieu.vietit.vn/vietnam-canada>)

- Negotiate and process successfully an export trading of Vietnam Peppers under the Vietnam Canada Trading LTD branch which is estimated to be worth 25,000 USD

● **Cellphone salesman**

Techone cellphones and accessories chain store.

09/2014 - 02/2015 (5 months)

Job description:

- Frequently keep up with the latest technology products and trends in detail accurately (specification, special features, and price)

- Communicate and listen actively to the customer about their cell phone demand

- Provide information on features and advantages of products aligning with customer's cell phones usage

- Support and instruct necessary user requirements as well as after-sale services.

Achievements:

- Award certification is given to the employee with the highest sale of smartphone accessories in 2014 from Techone

- Meeting monthly sales targets and reaching a steady growth rate.

EDUCATION

● **Information Technology**

Bachelors - University of Information Technology – HCM National University

09/2021 - 09/2023 (2 years)

● **Business Administration**

Bachelors - International University – HCM National University.

09/2009 - 02/2016 (6 years 5 months)

Classification: Good (65 ≤ GPA < 75)

CERTIFICATIONS

● **Completion of PostgreSQL: Advanced Queries Course**

Linkedin Learning - 2023

- **Completion of PostgreSQL: Client Applications Course**

Linkedin Learning - 2023

- **Completion of Front End Development Libraries Course**

freeCodeCamp.org - 2023

- **Completion of Relational Database Course**

freeCodeCamp.org - 2023

- **Completion of JavaScript Algorithms and Data Structures Course**

freeCodeCamp.org - 2022

- **Completion of Back End Development and APIs Course**

freeCodeCamp.org - 2023

- **Completion of Responsive Web Design Course**

freeCodeCamp.org - 2022

REFERENCES

- **Le Thi Thuc Doan**

Vietnam Director of Vietnam Canada Study Abroad Consultancy LTD - Vietnam
Canada Study Abroad Consultancy LTD
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- **Mr. Nguyen Hoang Dang**

Former Deputy Director of Techone in Southern region - Techone cellphones and
accessories chain store.
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