



LA VU HIEN
Marketer - Designer



**PERSONAL
INFORMATION**

LA VU HIEN

10 | 09 | 1989

mrlavh@gmail.com

+84 166 888 5004

304/17 Nguyen Thuong
Hien St., ward 5, Phu Nhuan
Dist., HCMC

The minute I saw this position posted on the internet. I could see that this job was the perfect fit for my experience and qualifications, and that I'm exactly what you need. I'm quite sure you hear this kind of hyperbole all the time, so let me tell you a bit about why I am an appropriate candidate for this position.

You might please take a look on my personal website to get some basic information about me and many interested stuffs on this link

www.hienla.weebly.com

On the beginning of my career path, I worked at Khai Thong Company as Sales Executive where I learned about sales and improved my communication skills. In early 2013, I extended my career into more professional and challenging environment by working for Saigon Travel as a Marketing Executive, over a year at this company have brought me many valuable skill and qualifications like: plan and implement, design, social network marketing and copywriting. And then I worked as a Marketing Executive at BT International which my main responsibilities are brand management includes cooperate with Germany partner to launching new product line in Vietnam, do social marketing, manage brand identity and POSM, copywriting and be a photographer sometime. I have worked independently there are great opportunities to improve all my skills and experiences in B2B market field.

Then i have left everything to make the new things, I were being marketing leader for SmartCA - the startup company which my main responsibilities are planning strategy in long and short term, branding management, developing core product and more based on my ideas, therefore i have experiences in traditional and digital marketing including SEM, GDN, FB ads... but we went to bankrupt recently. I am always seeking a dynamic and challenging company where i can utilize my skills and experiences, especially in building everything from scratch or re-building brand.

Nowadays, an attractive photo is better than a thousand words. I believe the combination of my abilities, aesthetics view and my experiences in branding is my best advantage, making the connection between customer insights and company business, "stable business" is my guideline. Therefore, I am an appropriate candidate for this position. I would appreciate the opportunity of an interview and I can be contacted at the above addresses.

Thank you for your time and I'm looking forward to hearing from you soon.

Sincerely,



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CAREER OBJECTIVE

As a Marketer cum Designer, i am always seeking a dynamic and challenging company where i can utilize my skills and experiences.

WORK EXPERIENCE

Marketing cum desginer at Phoenix Voyages
April 2016 - Present
Design and manage CIP and POSM

Marketing Lead at SmartCA JSC (startup)
Dec 2014 - March 2016
Developing new social network
Planning marketing strategy
Managing team

Marketing Executive at BT International (B2B)
Mar 2014 - Dec 2014
Planning, implementing event
Cooperating and branding the new product in VietNam
Social marketing
Design, managing brand identity and POSM
Copy writing
Photography

Marketing Executive at Saigon Travel
Jan 2013 - Feb 2014
Social marketing
Planning
Designing and copywriting
Digital marketing (Facebook fanpage content)

EDUCATION

2012 Business Administration Major in Marketing
University of Finance - Marketing

2011 Certificate of study in Computer - Aided Design
Hoa Sen University

2012 Certificate of study in SEO skills
Aiim Center



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WHAT CAN I DO?

Planning, implementing marketing campaign
Designing and managing brand identity system, POSM
Digital and viral marketing (Social, SEO, SEM...)
Administering website
Photography



SKILLS

Marketing
Creating content
Planning strategy
Digital marketing
Implementing campaign
Be creative

Design
Photoshop
Illustrator
Premiere
Indesign
Lightroom
Photography

Other
Managing team
Teamwork or independently
Managing POSM, CIP