

# Duy Võ Hoàng

Digital Leader | Male | 20/03/1989



Kinh Nghiệm Làm Việc 8 năm

Công ty gần đây nhất Digital Leader tại Ladophar (Lam Dong Pharmaceutical Joint Stock Company)

Bằng cấp cao nhất Cử nhân

Ngôn ngữ English - Trung cấp

Email hoangduy203@gmail.com

Điện thoại 0902390286

Địa chỉ 58/7A1 Đồng nai, phường 15, quận 10, HCM, Quận 10, Thành phố Hồ Chí Minh

## THÔNG TIN CHUNG

---

My Fullname's Duy Vo Hoang, I love what I do. I have experience 03 years Sales B2B Manager & 03 years Branding, with more 08 years full-time in industry Digital/e-Commerce, from planning to execution, delivery KPIs for objective campaign.

I love and passionate products that bring value to customers

My website: <https://www.thinkdigital.vn> & website for community: <https://www.thuatngumarketing.com/>

## KỸ NĂNG

---

- Project Management
- Digital Marketing
- Technology
- Mobile Marketing
- Social Media
- SEM
- Business Analysis
- App Mobile
- Media & Content Production

## KINH NGHIỆM LÀM VIỆC

---

*03/2018 - Present*

### **Digital Leader**

Ladophar (Lam Dong Pharmaceutical Joint Stock Company)

Connect with internal team to B.A & Planning digital implementation for sales and marketing. Focus Food Supplement categories 2018-2019. Support to M.D research competitor in the market, after propose plan upgrade for product.

Product Marketing: Research - STP - P1:Product, detail: propose upgrade new packaging; brainstorm my team and refer product name, tagline, Key selling point align with product positioning.

Leading ecommerce: refer retail solutions Omni-channel platform, to support selling online/offline/e-commerce third party.

Plan develop B2B channel: company gift, define combo gift, gifts option

*06/2017 - 01/2018*

## **Senior Digital Marketing**

SkyGen Group

- Handle advertising on Digital 360, leading team to launch activities to reach Target Consumers (retail Beauty, Foods organic) AND optimizing operation process to increase conversion rate from ads to bill.

- B.A & Develop System to sales on Multi-channel (online, showroom, tele sales, E-commerce third party, Affiliate): CRM, SIS, CMS, ... and Develop FE for website/mobile app the best UX, UI when users visit website/mobile app.

*05/2016 - 06/2017*

### **Digital Project Manager**

AKA Digital

Handle digital project: Digital 360, develop app for mobile, develop brand's website interaction with target consumers.

Working with team, designer, media, content developer to launching campaign right deadline and delivery KPIs as the commitment.

*10/2014 - 05/2016*

### **Digital Marketing Executive**

Tara JSC

Analytics, Planning, Action, Control, Supervisor ....Launching Campaign Digital Marketing for BlueStone/Carez Brand, with 2,000 - 10,000 traffic/day. I have been allocated budgets for digital campaigns.

I Build Digital platform to reach target consumers and I'm deployment digital campaign 360 on internet.

Manage website and plan SEO, build 800 - 1,000 traffic organic /

day.

*03/2011 - 03/2015*

**SEO Project Manager**

P5Media

Consultants, planning, action, controll Internet Marketing tools ( SEO, Facebook ads, Youtube ads, Google Search, GDN, Banner ad network...)

*06/2012 - 05/2014*

**B2B & Internet Marketing Manager**

Moriitalia (Indochina co.,ltd)

-Internet Marketing: analytics, planning, launching digital activities (SEO,Google search, GDN, SMS Marketing, Email Marketing, Facebook ads...)

-B2B Manager: planing, sales product kitchenware for Home shopping, E-commerces, Company Gifts, Banks...)

-Assistance Sales Director at office.

*10/2012 - 01/2014*

**Teacher assistant Internet Marketing, SEO at UEH**

University of Economics Ho Chi Minh City

Teacher assistant Internet Marketing, SEO at UEH: Introduction to Digital Platform, Digital tools, practice digital tools.

**HOC VẤN**

---

*09/2007 - 11/2011*

**Business Administration**

Cử nhân - University of Economics Ho Chi Minh City

*05/2013 - 01/2014*

**Marketing Pro**

Khác - BMG

I have been learning overview marketing: Research, Develop new product, Brands, Digital, PR communications, Sales Promotion, Trade Marketing