

ANN PHAM

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PROFESSIONAL EXPERIENCE

MARKETING EXECUTIVE | Vietnam Airlines, Vietnam Oct 2022 – Nov 2023

- Managed a \$50K CAD influencer campaign with 15 KOLs, generating 30M views and 3,000 new loyalty members; drove \$100K/month in revenue via loyalty program activation campaigns.
- Launched joint digital campaigns with partners, increasing online ticket sales by 20% and created and published multi-format content across Facebook and Instagram, aligning with brand tone and performance insights.

MARKETING COORDINATOR | Sun Group, Vietnam Nov 2021 – Apr 2022

- Supported content creation and campaign coordination across five business units, assisted in brand launch events and improved marketing reporting.
- Streamlined production workflows with internal teams and vendors, reducing delays by 15%.
- Oversaw 23 brand trademark filings to support identity consistency.

MARKETING TEAM LEAD | Capelli Wing Hair, Vietnam Mar 2020 – Jan 2021

- Led a team of 5 to produce daily content across Instagram, TikTok & Facebook, focusing on short-form video content using Canva and CapCut.
- Increased engagement by 15%; conducted A/B testing and refined storytelling formats, boosting ad ROI by 25%.

MARKETING COORDINATOR | Vingroup, Vietnam Aug 2019 – Feb 2020

- Coordinated cross-functional teams to launch 3 electric bike models for Gen Z, resulting in a 25% increase in test rides in 2 months.
- Developed youth-driven content that grew Facebook followers to 80K in 4 months and lifted 35% engagement.
- Directed TVC and event recap production for national launch, generating 2M+ views and 1K+ test registrations.
- Conceptualized and scripted VinUni brand launch TVC, reaching 200K views and widespread press coverage.

PROJECTS & ADDITIONAL EXPERIENCE

Canada's National MBA Games | Vancouver, Canada Oct 2024 – Jan 2025

- Social Media Lead:** Directed a 24-member MBA team to 1st place in the Social Media Challenge. Produced high-performing LinkedIn and Instagram content, gaining over 50,000 organic engagements in two weeks.
- Member of the Case Team:** Co-developed marketing strategy, risk matrix, insights analysis, and deck design; won 1st place in the Launchpad Case.

PR & COMMUNICATION INTERN | Deloitte, Vietnam May 2019 – Jul 2019

- Supported CSR campaign storytelling and social media coordination across departments.

COMMUNICATION INTERN | InterContinental Hotels Group (IHG), Vietnam Jan 2019 – Apr 2019

- Managed social media posts and supported hotel events.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION | University Canada West, Vancouver Expected Sep 2025

- GPA: 3.97**

CERTIFICATION

- Digital Marketing Certification** | Stukent (2025)
- Google Analytics Certification** | Google (2025)
- SEO Fundamentals** | SEMrush (2025)
- Digital Marketing Associate** | Digital Marketing Institute (2024)
- Project Management** | Google (2024)

ADDITIONAL INFORMATION

- [Portfolio](#)
- Additional Languages:** Vietnamese (fluent), French (beginner)
- Tools:** MS Office (Word, Excel, PowerPoint, PowerBI), Canva, CapCut, Google Ads, Salesforce, Meta Business Suite, Insider, Google Analytics, WordPress, Wix, Tableau, Trello, Asana, Notion
- Interests:** Photography, Natural Wellness, Cooking, Travel, Pilates, Hiking