

If you are online, visit

internal.oscartrnads.com



HELLO!

I'm a **digital marketer** based in Saigon with **7+ years experience**

+84 906 492 844

MY WORKS



Freelancer. Digital Strategic Planner.

+84 906 492 844

MY WORKS





About Me

Never regret anything that has happened so far. If it's good it's wonderful, if it's not good it's experience.

Name: Hung Cuong (Oscar)
Date of birth: April 15, 1989
Address: Phu Nhuan, HCMC
Email: hungcuongcntv84@gmail.com
Phone: +84 906 492 844

85 Project complete

CALL ME +84 906 492 844

Resume

I have over 7 years of experience working in the field of digital marketing, at strategic consulting agencies and implementing media campaigns with budgets from 800 million to over 7 billion VND/ campaign. I also had time working at a leading retailer in Vietnam for 2 years. And, I desire to succeed in a stimulating and challenging environment that provides me with promotion opportunities.

03/2020 - Present

Digital Strategic Planner - Freelance

FREELANCER

- Working with Business Development team and Client to understand the campaign's objective.
- Detect consumer insights and turn insights into strategic ideas and integrated communication solutions for campaign.
- Presenting solutions and ideas to customer.
- Monitor implementation to ensure quality and in line with the strategy outlined.
- Projects: Gamuda Land (Run For The Heart 2020). NovaWorld Ho Tram - Wonderland (Novaland). Habitat Binh Duong. Allure Beauty & Clinic. ACFC (Ecommerce). Waterpoint (Nam Long Group)...

Contact for more detail

2016 - 2017

Head of Digital

INFOFY JSC

Consulting social media strategy plan for clients. Managing tracking solutions across all products. Review the performance of all digital channels.

Creating concept & content for all advertising campaigns. Building and managing Digital Team in the execution process to meet committed KPIs & requirements. Allocating campaign budget for digital channels.

Directly worked with Facebook Support Team in Singapore. Provide expertise training to an internal team. Propose layout, platform and build up a website for the company.

Brands/ Projects: Central Group (Department Store and Fashion Group), Hoa Binh Real Estate Group, Fresh Origin Coffe, Passio Coffee, Huy Vietnam Group, Alcatel...

Contact for more detail +84 906 492 844

2016 – Present

Author at OscartranAds Digital Blog

OSCARTRANADS

Oscartranads.com is not an agency. Oscartranads.com is a digital marketing blog. The Blog shares the knowledge of digital marketing with young marketers who want to learn about digital. 70% of the content on the site is written by the author through work experience. 10% of the content is shared by experts in the digital field. 20% of the content is translated from digital news site in the world.

Contact for more detail +84 906 492 844

2018 – Present

Head of Digital & Media

MVV SNP - MEDIA VENTURE VIETNAM

- Organize and lead digital marketing team. Manage the strategy and train the rest of the team. Build, plan and implement the overall digital marketing strategy. Prepare, propose and manage digital marketing budget (for company and projects)

- Work closely with the internal resources to develop strategic thinking for account planning and new opportunities including timely reporting

- Research competition, investigate benchmarks and

2016

Senior PR Team Leader

I worked at VNG for only 3 months. I'm not a gamer and I wanna find out how the game development environment, as well as the work of the communications, sales, community connection team at VNG.

You know, when working at VNG, I must have play games - and that is KPIs. I had the opportunity to work with the gamers community in Vietnam, learn how they stick with the game and build a community for 10 years. I also have the opportunity to participate in event management, the events with the participation of more than 8000 people. VNG is a memorable workplace.

Contact for more detail +84 906 492 844

2015 – 2016

PR&Communications cum PA to Marketing Director

IMEX PAN PACIFIC GROUP

Work directly with President & Group Marketing Director to develop marketing plan & branding objectives for Group.

Propose promotion activities and cooperate with OP to execute promotion activities. Oversee the creation and

2018 – Present

Head of Digital & Media

MVV SNP - MEDIA VENTURE VIETNAM

- Organize and lead digital marketing team. Manage the strategy and train the rest of the team. Build, plan and implement the overall digital marketing strategy. Prepare, propose and manage digital marketing budget (for company and projects)
- Work closely with the internal resources to develop strategic thinking for account planning and new opportunities including timely reporting
- Research competition, investigate benchmarks and provide suggestions for improvement for clients. Measure ROI and KPIs (for company and clients)
- Persuasive and confident approach to digital ideas that support broader brand strategy with an awareness of end to end services for clients
- Work in partnership with creative/marketing counterparts on the key initiative of creating compelling content to ensure that the digital presence is in keeping with the overall brand marketing message. Building and maintaining excellent key operations and senior client relationships

Contact for more detail +84 906 492 844

Contact for more detail +84 906 492 844

2015 – 2016

PR&Communications cum PA to Marketing Director

IMEX PAN PACIFIC GROUP

Work directly with President & Group Marketing Director to develop marketing plan & branding objectives for Group.

Propose promotion activities and cooperate with OP to execute promotion activities. Oversee the creation and delivery of press releases, advertisements, and other marketing materials.

Collaborate between Group Office and subsidiaries company & collaborate with other departments, making sure smooth communication & organization within the company. Follow and support internal event/grand opening for a new brand or branch.

Brands: F&B Brand – Cafe de la Post, Popeyes, Burger King, Dunkin Donuts, Domino Pizza. Fashion Mass Brand & Luxury Brand.

Contact for more detail +84 906 492 844

Contact for more detail +84 906 492 844

2017 – 2018

Head of Digital

BRANDIN VIETNAM

I worked six months for BrandIn Vietnam – an event marketing agency. I had the opportunity to learn, understand and challenge myself in new workplace environment as: Teamwork for planning, creative and design, production within time limits. And, not only worked with clients to identify their needs and ensure customer satisfaction but also organized memorable events that fulfill quality expectations.

Brands/ Project: Zedd True Color Tour In VN, Penschoppe VN, Capital Land, Cam Ranh International Airport, Robins Department Store VN...

Contact for more detail +84 906 492 844

2011 – 2014

PR & Content Team Leader

LINK CIRCLE

Link Circle was my first workplace when I was looking for a job opportunity in HCMC. Link Circle helps me develop my personal skills, communication skills, finding and exploiting customer relationships. At Link Circle, I have the opportunity to work with many businesses from MSME, SME to famous brands in Vietnam.

In charge of whole Proguide.vn's. Develop content strategy quality. Connecting and attend client's event to develop an article, blog content-writing and publishing on Proguide.vn.

Communication plan designing for clients' marketing strategy in-cooperation. Building a strong relationship with clients to support Sale Team reach and sell a product to the customer.

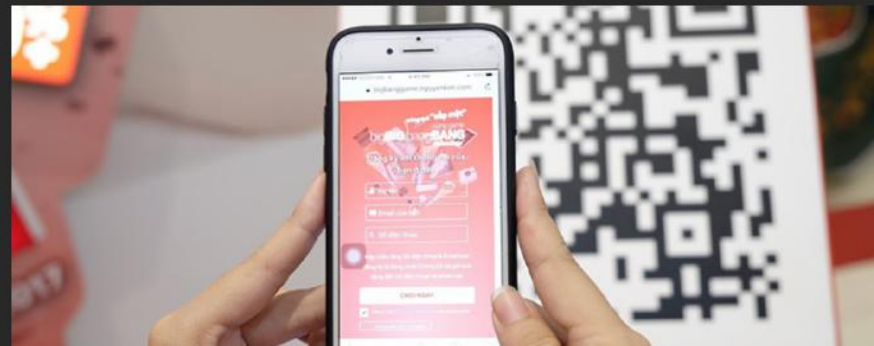
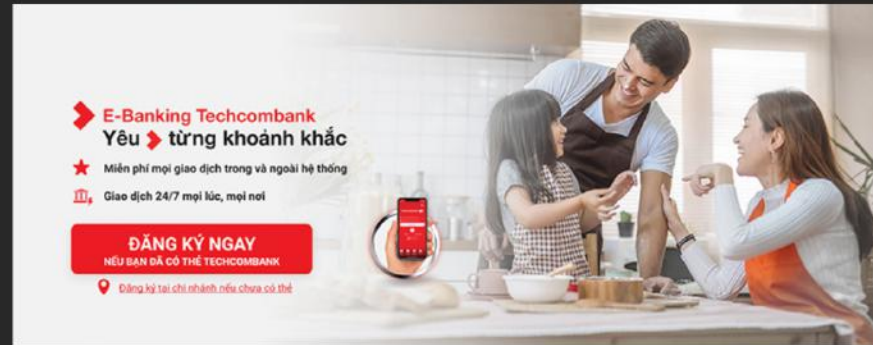
In charge of the whole Kaspersky's Fanpage (Link Circle's strategy client). Develop content strategy quality, minigame and creative design.

Brands in the field of F&B, Fashion, Beauty, Education, Hi-tech, Entertainment...

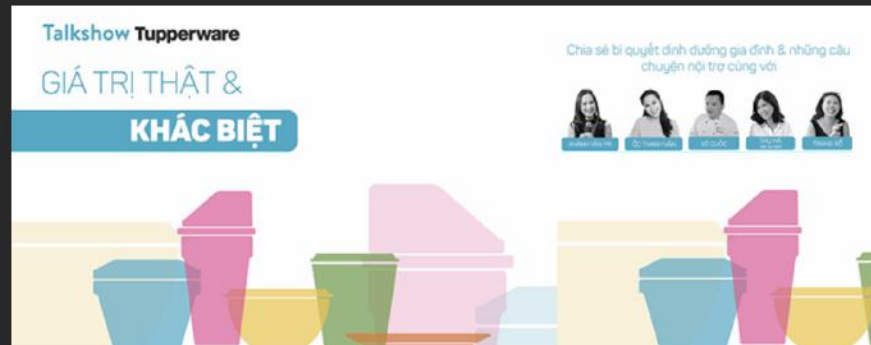
Contact for more detail +84 906 492 844

My Projects

Some of key projects that I and my colleagues working together and have done.



and more...



Fun Facts About Me

You know, I'm an interesting person. Why don't we get to know each other!.

Some of fun facts about me based on dermatoglyphics.



BLOOD TYPE: O



LEFT BRIAN: 124.3
RIGHT BRIAN: 134.7
TOTAL TFRC: 259.0



IUW. 4WC. 3WE. 2WI



PEOPLE SMART: 12.7%



WORD SMART: 13.8%



MUSIC SMART: 14.6%



BODY SMART: 12.5%



NATURAL SMART: 11.6%



LOGIC SMART: 11.3%

My Skills

The skills I honed during my work. Of course, it's not all that.

Research, Analytics & Planning

95%



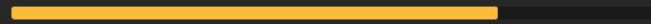
Manage & Team Work

95%



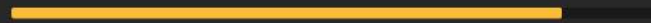
WordPress/ Coding

75%



Photoshop/ AI/ Video making

85%



Campaign/ Project Management

98%



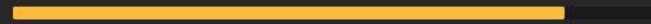
In-demand Skills

95%



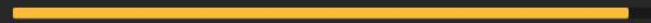
Problem-Solving

85%



Customer Service

95%



24

EQ

25

IQ

24

AQ

26

CQ

Digital Strategic Planner

DOWNLOAD CV

Contact Me

Thank you for your interest in viewing my profile. My schedule is flexible and I look forward to meeting you in person to discuss also my credentials in further detail.



ADDRESS

Nguyen Van Troi, Ward 12,
Phu Nhuan, HCMC



CONTACT NUMBER

+84 906 492 844



EMAIL ADDRESS

hungcuongcntv84@gmail.com



WEBSITE

oscartranads.com

About

I'm Cường, but you can also me Oscar and I'm 31 years old. I'm a Digital marketer based in HCMC (Saigon).

Objective: I desire to succeed in a stimulating and challenging environment that provides me with promotion opportunities.

Never regret anything that has happened so far. If it's good it's wonderful, if it's not good its experience.



More discusstion?

📍 Nguyen Van Troi, Ward 12, Phu Nhuan District, HCMC, Vietnam

📞 +84 906 492 844

✉️ hungcuongcntv84@gmail.