

PROFESSIONAL SUMMARY

Strategic Brand and Communications Leader bridging executive strategies with market realities and public trust. Passionate about empowering local communities and elevating Vietnamese voices on the global stage, transforming the narrative from "Made in Vietnam" to "Made by Vietnam".

9+ Yrs CORPORATE EXP.	5+ Yrs MANAGEMENT EXP.	15B+ VND EVENT BUDGET SCALE
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SKILLS & TECH STACK

Domains: Luxury Hospitality, B2B Partnership, Brand Strategy, Sustainable Tourism.

Tools & Data: Google Data Studio, CRM, OTA Management, AI Agent Orchestration, IDE & agentic software development platform.

Leadership: Cross-functional Team, Stakeholder Management, Vendor Negotiation.

PROFESSIONAL EXPERIENCE

Independent Project and Reputation ConsultantMay 2025 – Present

Ultra-High-Net-Worth (UHNW) Weddings

Act as the dedicated representative for prominent families, overseeing project governance, risk control, and strategic alignment for bespoke weddings with budgets exceeding 15 billion VND.

- Project Governance and Guest Experience:** Direct the full lifecycle of bespoke weddings. Navigate complex dynamics among prominent attendees, including government officials and corporate leaders, to protect the privacy and reputation of the hosting families while ensuring seamless operations from preparation to the conclusion of the event.
- Operational Risk Mitigation and Vendor Management:** Serve as the central liaison between the families and external partners. Vet and manage over 20 wedding vendors per project to enforce strict service standards, eliminate hidden risks, ensure complete budget transparency, and safeguard client confidentiality.
- Strategic Alignment and Value Integration:** Evaluate and manage sponsorship opportunities to ensure commercial partners align with the core values and privacy requirements of the families, integrating external brands thoughtfully into the wedding ecosystem without diluting the original vision.

Commercial Head & Partnership StrategistJul 2023 – Apr 2025

Jet'aime Art | Luxury Wedding & Private Events

Built a 20+ partner community of premium local vendors, led brand repositioning, and personally contributed 39% of 2024 revenue.

- Partnership Development:** Secured strategic media collaborations with L'OFFICIEL & Robb Report, while building a 20+ premium partner ecosystem to standardize service quality and expand brand reach.
- Brand Repositioning:** Spearheaded brand repositioning & website rebuild, elevating Jet'aime Art to a top-tier choice for international luxury weddings in the Vietnam market.
- B2B Marketing & Revenue Growth:** Drove 39% of total 2024 revenue through direct B2B marketing (closing deals valued \$40K–\$400K+) and pioneered FIEU, a new agri-value chain venture.
- Team Leadership and Mentorship:** Fostered a collaborative team culture built on mutual trust and open communication. Directly coached and worked alongside junior members to build shared playbooks, patiently mentoring them in strategic thinking and execution to cut proposal turnaround time by 75%.
- Process Optimization:** Optimized sales workflows, reducing proposal turnaround time by 75% through process streamlining and automation.

Marketing ManagerApr 2023 – Apr 2024

InCorp Vietnam | APAC Network Consulting

Shifted brand strategy to thought leadership, boosting high-intent lead ratio from 71% to 82%, and spearheaded Cekindo to InCorp rebranding.

- Brand Strategy:** Pivoted brand strategy from traditional SEO to Thought Leadership, building trust through whitepapers and case studies targeting foreign investors.
- Lead Qualification:** Refined the B2B client journey, boosting high-intent lead ratio to 82% (~170 leads/month) within just 4 months of implementation.
- Interdepartmental Collaboration:** Led a team of 5 while actively partnering with Sales, Legal, and Finance departments. Maintained an open and supportive environment, ensuring unified strategies through active listening and shared problem resolution.
- Market Positioning:** Spearheaded the Cekindo to InCorp Vietnam rebranding.

PROFESSIONAL EXPERIENCE (CONTINUED)

Marketing Manager May 2021 – Apr 2023

InterContinental Phu Quoc Long Beach Resort

Oversaw omnichannel campaigns, developed real-time data dashboards, and managed digital budgets aligned with revenue targets.

- **Omnichannel Campaigns:** Oversaw PPC, Meta-search, Social Ads, CRM, OTA. Maintained OTA relationships for online distribution.
- **Data Analytics:** Developed dashboards using Google Data Studio and Excel for real-time actionable ROI insights.
- **Luxury Brand Positioning:** Preserved consistent luxury brand image. Mapped full luxury customer journey.
- **Budget Management:** Managed digital budget and annual media plans based on demand forecasting.

Employer Branding & Website Consultant Dec 2019 – Apr 2021

Fossil Vietnam | Wearables R&D Center of Fossil Group

Led the strategic development of Fossil Vietnam's Employer Value Proposition (EVP) and advised on the content architecture for a standalone career website, ensuring alignment with the global brand.

- **EVP Strategy & Research:** Co-developed the local EVP in partnership with the HR team, grounded in internal employee surveys, competitor benchmarking, and deep cultural insights.
- **Career Website & Content Architecture:** Advised on branding strategy and content structure for the career site, successfully aligning the local EVP with Fossil's global Consumer Value Proposition (CVP).
- **Project Management:** Directing project budget, roadmap, and creative direction, ensuring on-time, on-brand delivery of all digital assets.

Revenue & Marketing Strategist Aug 2019 – Mar 2022

Nhã Châu Thư Các Hospitality Consultant

Led conceptualization, target market research, operational setup, and launch operations. Implemented bookings and dynamic pricing strategies across OTAs, social media, and direct booking channels to optimize RevPAR.

Marketing Coordinator Jul 2017 – Aug 2019

InterContinental Saigon

Built SEO-driven website content structure ranking #1 on Google for core local queries in 3 months. Directed extensive commercial art shoot to meet global IHG brand guidelines.

EDUCATION

HCMC International University (VNU-HCM) | 2014 – 2019

Bachelor of Business Administration (BBA) — Specialized in Hospitality Management & Marketing Strategy.

THOUGHT LEADERSHIP & IMPACT

Guest Speaker

- **RMIT University (2025 – 2026):** Insights on marketing and operations in the luxury events industry.
- **Van Lang University – VLU (2024):** Pathways in hospitality and hotel management talk show.
- **University of Economics and Finance – UEF (2022 – 2023):** Sales, marketing, revenue, and luxury branding.

Advisor & Mentor

- **Fulbright University (2024):** B2B Digital Marketing advisor at the Hackathon.
- **HotelBriefing.blog (2019 – 2023):** Mentored hospitality students; blog content strategist.

Community Engagement

- **AIESEC Vietnam (2015 – 2016):** Cultural onboarding; regional/national events operations.

CERTIFICATIONS & TRAINING

Data & Digital Transformation

IT BA & SDLC (2025): Requirements elicitation, modeling.
Marketing Automation (2024): Power BI, insights.
Data Analysis (2022): Sales & channel analytics.

Leadership & Development

Leadership (2024): Management development (InCorp).
Train the Trainer (2023): InterContinental Phu Quoc.
Mindful Leadership (2022): Search Inside Yourself (PACE).

Hospitality & Branding

EVP & Sourcing (2022) • Revenue Mgmt (2020) • Digital Marketing (2018)

CORE VALUES

Genuineness Sustainable Growth Local Empowerment
Cultural Pride Data-Informed