

Nhi Võ

COMMERCIAL & PARTNERSHIP LEADER

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PROFESSIONAL SUMMARY

I believe Vietnam's strategic autonomy lies not in isolation, but in becoming an irreplaceable link in the global value chain. To build this position, I focus on sustainable tourism and empowering local businesses, transforming our cultural identity into a true strategic asset. For me, the shift from 'Made in Vietnam' to 'Made by Vietnam' is more than a slogan. It is a standing earned through real capabilities, sound policies, and authentic stories the world wants to hear.

9+ Yrs
HOSPITALITY EXP.

5+ Yrs
MANAGEMENT EXP.

15B+ VND
EVENT BUDGET SCALE

CORE COMPETENCIES

Strategic Marketing & Brand

- Brand Repositioning & Global Market Entry
- Insight-Driven B2B Marketing (Whitepapers, Case Studies)
- Data-Backed Omnichannel Growth & ROI Optimization

Tourism & Hospitality

- Luxury Hospitality & Resort Marketing (B2C & B2B)
- VIP Customer Journey & Touchpoint Optimization
- Revenue Management, Dynamic Pricing & RevPAR

Partnership & Leadership

- High-Trust B2B Alliances & Media Collaborations
- Strategic Stakeholder Alignment & Partnerships
- Cross-Functional Team Empowerment & Mentorship

Data & AI Enablement

- Business Intelligence Dashboards (Power BI, Looker)
- AI Agent Orchestration for Research Automation
- Data-Driven B2B Funnel Optimization

PROFESSIONAL EXPERIENCE

Independent Luxury Project & Risk Consultant

May 2025 – Present

Ultra-High-Net-Worth (UHNW) Weddings

Serve as the independent representative for UHNW families, overseeing project management, risk mitigation, and strategic partnerships for bespoke weddings (budget >15 Billion VND).

- **Client-Side Project & CX Management:** Direct end-to-end execution and guest experience for high-profile events. Manage complex stakeholder dynamics for VVIP attendees (government officials, corporate board members, and public figures), ensuring seamless operations before, during, and post-event.
- **Vendor Procurement & Executive Liaison:** Act as the executive-level bridge between UHNW families and vendors, providing a caliber of care and risk control that standard suppliers cannot match. Vet and manage 20+ suppliers per event, eliminating hidden costs, ensuring strict budget transparency, and standardizing ultra-luxury service delivery.
- **Strategic Partnerships & Sponsorships:** Develop and manage brand sponsorship programs, integrating commercial partnerships seamlessly into the ultra-luxury wedding ecosystem without compromising the client's vision or privacy.

Commercial Head & Partnership Strategist

Jul 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:** Engineered a 20+ partner ecosystem to standardize luxury service standards. Secured national media partnerships with L'OFFICIEL and Robb Report.
- **Brand Repositioning:** Led brand repositioning and website rebuild, transforming the company into a top-choice luxury brand for international clients.
- **B2B Marketing & Sales:** Maintained personal responsibility for 39% of 2024 revenue through securing high-value deals (\$40K to \$400K+). Pioneered FIEU, a rural agri-value chain development venture.
- **Team Leadership & Scale:** Guided a 10+ member cross-functional team, implementing AI workflows and luxury client-handling guidelines.
- **Process Optimization:** Streamlined commercial pipelines, reducing sales proposal turnaround times by 75%.

PROFESSIONAL EXPERIENCE (CONTINUED)

Marketing Manager

Apr 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:** Revamped digital presence from baseline SEO to an authority model by developing research whitepapers, market reports, and case studies for international investors.
- **Lead Qualification:** Refined B2B customer journeys, increasing the high-intent lead ratio to 82% (~170 leads/month) within a 4-month span.
- **Cross-Functional Leadership:** Directed a team of 5 marketing staff, synchronizing Go-to-Market strategies with Business Development, Legal, and Finance divisions.
- **Market Rebranding:** Spearheaded local coordination for the major rebranding from Cekindo to InCorp Vietnam.

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:** Spearheaded digital marketing channels including PPC, Meta-search, Social Ads, and CRM. Maintained strategic OTA relationships to optimize distribution.
- **Data Analytics:** Created unified performance dashboards using Google Data Studio and Excel to deliver real-time, actionable ROI insights.
- **Luxury Brand Positioning:** Curated and maintained IHG luxury brand guidelines across all customer touchpoints, mapping the full experiential guest journey.
- **Budget Planning:** Controlled the annual digital media budget, adjusting allocations based on dynamic seasonal 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:** Directed 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 Co.

Led conceptualization, market research, and implemented dynamic pricing strategies to optimize RevPAR.

- **Strategic Setup:** Advised on initial conceptualization, branding, target market research, and launch operations.
- **Full-Funnel Marketing:** Managed and optimized bookings across OTAs, direct booking engines, and social media.

Marketing Coordinator

Jul 2017 – Aug 2019

InterContinental Saigon

Led the creation of a conversion-focused website and directed a full visual asset revamp.

- **Web Development & SEO:** Coordinated local hotel website redesign and content architecture, ranking #1 on Google for core local queries in 3 months.
- **Visual Asset Management:** Directed an extensive commercial art shoot to meet global IHG brand guidelines.

EDUCATION

HCMC International University (2014 - 2019)

Degree: Business Administration - Hospitality Management (Full English program). Practical Training: Saigon Tourist.

SPEAKING ENGAGEMENTS

Guest Speaker (RMIT 2024)

Marketing In Luxury Events Industry.

Advisor (Fulbright 2024)

Digital Marketing & Business Development (InCorp Hackathon).

Guest Speaker (UEF 2022-2023)

Revenue Generation, Luxury Brands, Stakeholder Management.

Mentor & Consultant (HotelBriefing.blog)

Student mentoring and digital engagement strategy (2019-2023).

HOBBIES

Lifelong Learning

Dedicating each year to new realms of knowledge, spanning from strategic leadership to spiritual philosophy.

Cultural Travel

Seeking not destinations, but depth — exploring history, rituals, and human patterns across regions. *(Most memorable: Ladakh, Morocco / Bucket list: Australia, Cuba, Turkey, Ethiopia)*

CORE VALUES

Compassion

Genuineness

Efficiency

Curiosity

CERTIFICATIONS & TRAINING

IT Business Analysis & SDLC (2025 - 2026)

UniGap: Requirements Elicitation, Process Modeling, SDLC workflows.

Data Analytics & Automation (2024 - 2025)

Mastering Data Analytics (Power BI), BA for Digital Transformation.

Leadership & Strategic Management (2023 - 2024)

Leadership Dev (InCorp), Train the Trainer (IHG), LinkedIn HR.

Specialized Business & Marketing (2018 - 2022)

Data Analysis (Tomorrow Marketers), PACE Mindful Leadership, Revenue Mgmt.