



Giang H. Duong

I am a highly efficient, innovative and methodical marketing manager with extensive experience of supporting sales departments by reviewing, developing, defining their overall marketing strategy.

I can relate well with people at all levels and has the flexibility of working well as part of a team or individually. Comfortable working in a fast paced, hands-on, growth orientated work environment and possessing a proven ability to ensure that brand messages, standards and communications are understood and implemented effectively.

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EXPERIENCE

- MARKETING MANAGER | 05.2014 - CURRENT
LES CELLIERS D'ASIE | RED APRON FINE WINES & SPIRITS
Responsible for all corporate marketing, researching and planning campaigns, including the delivery and results of key strategic initiatives.
Manage Annual budgets for different brands, event management and marketing strategies for on trade & off trade nationwide.
MARKETING MANAGER | 01.2014-05.2014
VEGASTAR TECHNOLOGIES LIMITED | HANOI, VIETNAM
Contracted project to launch the new tele-health clinic named Dr.Binh and its website https://drbinh.com/.
MARKETING MANAGER | 02.2013-01.2014
ISC-UKEAS OVERSEAS STUDY CONSULTANCY | HCMC, VIETNAM
Develop, implement, maximise, monitor and evaluate the company's Communication objectives, strategies, including advertising, PR and graphics so as to support the objectives set in the annual Marketing Plan.
ASSISTANT MARCOM MANAGER | 03.2012-02.2013
SOFITEL PLAZA HANOI | HANOI, VIETNAM
Develop annual and quarterly marketing plans and budgets.
Create property press kits, press releases and other creative communications

EDUCATION

- MA MARKETING | 09.2010 - 03.2012
UNIVERSITY OF PORTSMOUTH - UNITED KINGDOM
BSC BUSINESS & MANAGEMENT STUDIES | 10.2007-06.2010
UNIVERSITY OF SUSSEX - UNITED KINGDOM

PERSONAL QUALITIES

- Excellent communication and interpersonal skills.
• Having an analytical mind.
• Self-motivated and able to work on own initiative, but able to work as part of a team.
• Ability to build a compelling argument.
• Ability to work in a socially diverse work environment.

LANGUAGES

Three circular progress indicators for language skills: VIETNAMESE NATIVE, ENGLISH FLUENT IELTS CLB 9, FRENCH BEGINNER

SKILLS

Table with 4 columns: Skill Name, Progress Indicators, Skill Name, Progress Indicators. Includes Photoshop, Illustrator, InDesign, Microsoft Office, WSET level 2 & 3, Presentation Skills, Event Management, Organisational Skills.

REFERENCES

- SYLVAIN BOURNIGAULT (MR.)
Country Manager at Les Celliers d'Asie Vietnam
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NGUYEN VU HOAI ANH (MS.)
General Manager at Les Celliers d'Asie Vietnam
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CANADA'S FEDERAL SKILLED WORKER PROGRAM
Confirmation of Permanent Residence was granted in November 2017.