

NGUYEN DINH DUC

BRAND MARKETING MANAGER · 6 YEARS OF EXPERIENCE

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📍 Kim Nguu, Hai Ba Trung District, Hanoi, Vietnam



CAREER OBJECTIVE

Brand Marketing Manager with over 6 years of experience leading brand strategy for multi-brand enterprises across household appliances, interior design, and real estate sectors. Targeting a Head of Marketing / Branding position, I aim to leverage my strengths in content creation, data-driven analysis, and integrated marketing communication to elevate brand value and drive sustainable business growth while delivering exceptional customer experiences.

PERSONAL INFORMATION

Date of Birth	July 25, 1998	Marital Status	Single
Nationality	Vietnamese	Gender	Male

WORK EXPERIENCE

Marketing Manager

Ladi Group

Jul 2025 – Apr 2026 (9 months)

- Defined marketing direction and built comprehensive plans for Ladi Group's multi-brand ecosystem (homestay · agency · real estate), reporting directly to the CEO.
- Built and controlled annual/quarterly/monthly marketing budgets to ensure cost efficiency and campaign ROI.
- Executed and supervised marketing campaigns for clients, investors, and contractors in the Hoan Kiem area — projects include Vinhomes Royal Island and Vinhomes Vu Yen.
- Conducted market and consumer research, analyzing behavioral data, market reports, and sales figures to refine communication strategy and product positioning.
- Collaborated with the Sales team to design and implement high-impact sales-driving programs.
- Led new product development and managed product workflow and go-to-market strategy.
- Directly managed a Marketing department of 12 staff — task allocation, onboarding, training, and periodic performance reviews.

Key Achievement

- Built the Ladi Homestay chain's strategic growth framework from scratch — scaled from 0 to 10 properties in 6 months with 10% month-over-month revenue growth.

Marketing Team Leader

Bell Home Group

Nov 2024 – May 2025 (6 months)

- Managed an online marketing team of 10–15 members (office & factory), reporting to the Business Director; led task delegation, training, and performance evaluations.
- Developed and oversaw the full-funnel marketing plan — strategic to execution — for existing and newly launched Bellhome product lines.
- Conducted market analysis, competitor research, and consumer behavior studies to optimize campaign performance.

- Planned and built online sales channels for Bellhome and Bellhome × Wolfoo across major e-commerce platforms.
- Planned, budgeted, and executed product launch events and inter-brand collaboration activations.

Key Achievements

- Online revenue grew from 0 to 300M VND/month.
- Brand reach increased from 10K to 500K per month.
- Group-wide sales grew 10–15% month-over-month.

Brand Marketing Executive → Team Leader

UKG Group JSC

Jul 2022 – Nov 2024 (2 years 4 months)

- Joined as Brand Marketing Executive (Jul 2022 – Aug 2023); promoted to Marketing Team Leader (Sep 2023 – Nov 2024), managing 15 staff across Media and Online Content Marketing.
- Managed and grew 3 core brands — Unie, Kalite, Hasuta — across multi-channel social and traditional media.
- Deployed advertising programs via TVC, POSM, Billboard, Trade Marketing, and Packaging Design; organized distributor events and product experience activations for 100–500 attendees.

Key Achievements

- "Tet Khong Dau thi Giau" campaign (Kalite) — 10B VND budget; contributed to 30% group-wide revenue growth.
- KL530/KL531 slow juicer campaign (Kalite) — achieved #1 market position for slow juicers in Vietnam, 2022.
- UNIE nut milk machine campaign 2023 — ranked best-selling on Shopee, outperforming multiple competitors.
- Awarded "Employee of the Year" at the group level.

Site Manager (Construction Supervisor)

Coteccons Construction JSC

Nov 2021 – Jun 2022 (7 months)

- Supervised structural, finishing, and M&E works at Sun Grand City Quang An — commercial complex.
- Managed construction crew of 5–20 workers for floor slabs, rebar, and concrete on F2–F3, Zones 4–5; reduced construction time by 20% within 3 months.
- Conducted material acceptance inspections, prepared progress reports, ensured occupational safety, and reduced technical defect rate to below 10%.
- Coordinated with subcontractors, supervision consultants, and investors; participated in industrial warehouse structural design in Bac Ninh (concurrently at CCU Consulting Firm, Apr–Jun 2022).

Account / Creative Planner

Cooken Agency

Oct 2020 – Oct 2021 (1 year)

- Prospected clients, developed creative briefs and project plans; prepared proposals, quotations, and contracts.
- Managed end-to-end project execution, tracked timelines, delivered periodic reports, and analyzed campaign results.
- Brands served: Vifon, Duong Bien Hoa, VPBank, MB Bank, TPBank, BIDV, Chinsu, Acecook, Phuc Long, Pho De Nhat, Omachi, Colgate, Vincom, Vinhomes, Laifen, Tsingtao, Remy.

Key Achievement

- Closed 20+ contracts totaling 6B VND in value within 1 year.

Account Executive

Dukick Advertising

Oct 2020 – Oct 2021 (1 year)

- Served as primary liaison between clients and internal teams (Design, Production, Media, Finance).

- Planned, executed, and ensured on-time, on-budget, quality delivery of projects per contract requirements.
- Brands served: Zalo, VNG, Funtap, AhaMove, Vincom, Vinhomes, Vin Ocean Park, FPT, Pharmaco.

Backstage Site Supervisor

Kingsmen Vietnam Co., Ltd.

Sep 2018 – Oct 2019 (1 year 1 month)

- Planned and managed fabrication and installation of POSM, Backdrops, and Stages for premium brand events.
- Coordinated project logistics and supervised quality; managed construction budgets and subcontractor relationships.
- Events: Louis Vuitton Opening Ceremony · Hennessy Cognac XO Launch (500 guests, InterContinental) · Samsung Curved Monitor — Hanoi & Thai Binh (5,000+ attendees) · RedBull at Ecopark (2,000+ guests) · Mercedes Auto Show S450 launch.

EDUCATION

Bachelor of Civil & Industrial Construction Engineering

Hanoi University of Civil Engineering (HUCE)

Jul 2017 – Jul 2022

LANGUAGES

English

Advanced | TOEIC 800 / IELTS 6.5

Vietnamese

Native

CORE SKILLS

Market Research

Campaign Operations

Brand Management

Integrated Marketing Communication

Team Leadership

Content Strategy

Budget Planning & Control

Product Strategy

E-Commerce Marketing

Stakeholder Communication

REFERENCES

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