

# VU HA (SOPHIA)

## MARKETING MANAGER

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### PROFESSIONAL SUMMARY

Dynamic Marketing Manager with 7+ years of experience in product development, distribution, and digital marketing. Excelling in managing cross-functional teams and driving growth through innovative, data-driven marketing strategies. Demonstrating expertise in brand management, digital marketing, and data analysis with a proven track record of enhancing brand visibility and customer engagement.

### CORE SKILLS

- Strategic Planning
- Team Leadership
- Digital Marketing
- Brand Management
- Data Science, Data Analysis
- Product Management

### PROFESSIONAL EXPERIENCE

#### Head of Marketing | Data Specialist - CS Viet Nam Co., JSC 2023 - Present

- Spearheading data-driven marketing strategies, significantly increasing brand visibility and customer engagement
- Leading a team of marketing professionals, optimizing campaigns through advanced data analysis and market research
- Leveraging data insights to identify trends, improve decision-making processes, drive business growth
- Training and mentoring staff in effective use of data analytics tools and methodologies

#### Founder - MNO1 Agency 2020 - Present

- Founding and leading a marketing agency, showcasing entrepreneurial vision and effective leadership
- Securing and maintaining clients through proactive networking and delivering outstanding outcomes
- Forming and overseeing a top-performing team, promoting cooperation and achieving business goals
- Formulating and implementing strategic plans to foster sustainable growth and competitive advantage
- Utilizing data-driven insights to assess campaign performance and enhance marketing efforts

#### Head of Digital Marketing - Doppelherz Vietnam (Mastertran Corporation) 2022 - 2023

- Strategizing and reporting on the development of digital marketing channels on a monthly, quarterly, and yearly basis
- Providing marketing support to strategic partners, enhancing customer development and expansion
- Collaborating with media partners, e-commerce platforms, KOLs, and KOCs
- Coordinating with IT to develop CDP software for internal customer management and segmentation

#### Marketing Manager, Content Marketing - Punnata Group Co., LTD 2018 - 2021

##### I - Marketing Manager 2019 - 2021

- Developing and executing multi-channel advertising campaigns across Facebook, Google, and e-commerce platforms
- Leading and training team members in new product features, processes, and skills
- Managing company's social media channels, enhancing online presence and engagement
- Organizing and coordinating events to promote brand awareness and foster community engagement

##### II - Content Marketing Specialist 2018 - 2019

- Creating engaging and relevant content for daily social media posts
- Contributing to the development of content marketing strategies

## EDUCATION

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Master of Science in Data Science - Liverpool John Moores University	2023 - Present
Bachelor of Accounting - University of Economics Technology for Industries	2012 - 2016

## CERTIFICATIONS

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• Foundation of Project Management - Google	2024
• Generative AI For Executives - AWS	2024
• Data Science Programming - UpGrad	2024
• Data Science - University Of Science	2020 - 2022
• Data Analysis For Business - Data Analysis School	2020
• TOEIC 690 - IIG Vietnam	2016

## LANGUAGES

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- **English:** Fluent
- **Chinese:** Beginner

## ADDITIONAL INFORMATION

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• Participating in Scientific Research Conference - Vietnam Planning and Development Institute	2023
• Participating in Scientific Research Conference - Institutes of Development Studies	2023
• Volunteering: Free Combination Charity Projects	2018 - 2019

## PORTFOLIO

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- For more detail, please visit: [www.vuha.info](http://www.vuha.info)



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