



Hi, this is **Chris's** profile

Feel free to get in touch

MY NAME IS

Hello, I'm Chris with over 6 years of experience in marketing. I feel I've reached a saturation point in my current environment and am now looking for a new challenge.

E-COMMERCE

DIGITAL

COMMUNICATION

MARKETING

CHRIS NGUYEN

HERE'S SOME INFORMATION ABOUT ME...



Fullname: Nguyễn Trần Đình Đình
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MY ALMA MATERS AND AREAS OF EXPERTISE:



DUY TAN UNIVERSITY - 2018

HOSPITALITY AND TOURISM MANAGEMENT
Result: CGPA 3.06 (Out of 4)



CURTIN SINGAPORE - 2020

BACHELOR OF COMMERCE
Result: Due to the COVID-19 pandemic, the training was transferred to a branch in Vietnam.



KENT INTERNATIONAL COLLEGE - 2020

DIGITAL MARKETING MANAGEMENT
Result: CGPA 3.73 (Out of 4)



NEW HOTEL

RMS

BRAND VOICE

BUDGET

DIGITAL MARKETING

OTA

PR & MEDIA

SOCIAL NETWORK

THE PLACES WHERE MY YOUTH UNFOLDED



FVG GROUP - 2023

CLUSTER MARKETING LEADER

WHY?: Seeking to transition into an international hotel chain to grow within a structured, large-scale marketing environment.

- Assign tasks and performance goals, and review progress reports from team members.
- Execute paid advertising campaigns for promotions, new products, and create sales funnels for the sales team.
- Responsible for checking and approving content and images for FVG Travel.
- Develop the new brand of the group: Công Trời Đông Giang.
- Plan and execute major campaigns on platforms such as Facebook, Google, YouTube, and TikTok to emphasize the brand of Fivitel hotel chains in Hoi An and Da Nang.
- Research markets like South Korea, Australia, the US, and the EU to optimize the use of digital marketing tools such as SEO and paid advertising.



CROWNE PLAZA DANANG CITY CENTRE - 2024

ASST DIGITAL MARKETING MANAGER

WHY?: Having strengthened the marketing funnel, I am seeking new challenges in pre-opening or newly launched hotel environments.

- DIGITAL:**
 - Led integrated digital marketing strategy across paid media, SEO, and multi-channel campaigns, driving improvements in traffic, CTR, and overall performance.
 - Developed and executed monthly full-funnel marketing strategy (awareness → consideration → conversion) to optimize customer journey and support demand generation.
- MARCOM:**
 - Defined and executed brand messaging across digital channels, ensuring consistency and strengthening overall brand positioning.
 - Coordinated with internal teams, partners, agencies, and KOLs to deliver integrated campaigns, PR activities, and communication plans.
- E-COMMERCE:**
 - Planned and managed a flexible ~\$10K monthly marketing budget, optimizing allocation to maximize ROI and achieve revenue targets.
 - Collaborated with Revenue and Commercial teams to align pricing, promotions, and campaigns with market demand, booking trends, and business objectives.

OUTSTANDING SKILLS

OUTSTANDING

GOOD

FAIR

POOR

COPYWRITING

GOOGLE SEARCH ENGINE

ANALYSIS

META

GRAPHIC DESIGN

CONTENT CREATION

ARTIFICIAL INTELLIGENCE

WEB DEVELOPER By WP

SOCIAL NETWORK

PLANNING

REFERENCES

Sven Ngo - DOSM Crowne Plaza Danang City Centre
0965 75 49 01

FOR MORE DETAILS BEYOND THIS RESUME

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