

Nguyen Thanh Dat

DIGITAL ADVERTISER

Objective

Experienced marketing professional in developing attractive ad campaigns for products of over 50 well-known brands. Ability to understand client requirements and establish long-term relationship with clients. Good interpersonal skills and ability to handle challenging situations with the help of different teams.

skills

HTML, Javascript, Adobe and PHP

Excellent communication and social skills.

Able to fluently speak English

Contact



02/04/1989



facebook.com/datnguyen



dat.nguyen@iconic-intl.com



45 Vo Thi Sau, Dicstrict 1, HCMC



0899531xxx

Working Experiences

SENIOR DIGITAL ADVERTISING EXECUTIVE

05/2015 - Present

NVP Company

- Coordinating design, timely scheduling, and launching ad campaigns
- Guiding creative team to write an appropriate content for effective promotional campaigns
- Identifying key strategies that will aid in mobile marketing
- Editing or posting audio and video content for promoting client's product or service to online sites
- Keeping track of traffic flow and giving timely internal reports to teams for reducing indicators like bounce rate and fix issues

DIGITAL ADVERTISING EXECUTIVE

04/2014 - 04/2015

CCI Company

- Spearheaded a team of 10 junior advertising professionals and managed to create effective ad campaigns for popular brands like Coco Cola, Adidas, and Puma
- Liaised between new potential clients and the creative team
- Monitored entire campaign process and ensured client demands are met and maintained quality services
- Prepared analysis reports determining the effectiveness of digital advertisement campaigns
- Developed online banner ads for multiple clients and checked pay per click (PPC) ad management
- Identified the latest trends in digital marketing and ensured the clients' brands remain in the forefront of industry competition

Tele Digital Advertising Company

- Worked with clients and created promotional campaigns and maintained client relationships
- Collaborated with sales executives to design web and mobile advertising campaigns within the company's budget for various clients
- Worked with internal production team and created ads that met client requirements
- Created reports, charts and graphs for performance review of currently displayed ads for monthly meetings and gave suggestions for improvement
- Calculated costs for digital marketing ad space on popular websites
- Understood and reviewed all Google rules applied for digital ad placement

Education

BACHELORS IN ADVERTISING AND MARKETING**04/2007 - 01/2012****Foreign Trade University****-****ACCOMPLISHMENTS:**

- Google Ad words Certification - 2011
- Google Analytics Certification - 2012
- Facebook Blueprint eLearning Program - 2012