



Dong, Thang Van

Marketing Executive

Location: Ho Chi Minh City

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[LinkedIn](#) [Portfolio](#)

Marketing professional with hands-on experience in brand management, market research, integrated marketing campaigns, and project execution. Experienced in collaborating with cross-functional teams, agencies, and external stakeholders to effectively deliver marketing initiatives, product launches, and business objectives. Strong analytical and communication skills, combined with a passion for understanding consumer behavior, solving business challenges, and creating meaningful brand experiences that drive sustainable growth.

Working Experience

LOF International Dairy Products JSC

Marketing Trainee - LOF KUN

Jul 2025 - Jan 2026

New Product Development:

- Supported the Brand Manager across 3 NPD projects for KNN Food Category, from product testing, packaging development, labeling experience to launch preparation and commercialization activities.
- Coordinated with cross-functional stakeholders (sales, trade, e-com, supplier) to ensure NPD projects met established timelines.
- Analyzed SKU performance, identified performance gaps, and proposed actions to support category growth and portfolio optimization.

Market Research & Consumer Insight Research:

- Conducted market research and competitor activities (product portfolios, pricing, and promotions) to support market responsiveness.
- Conducted and led 10+ consumer research projects (mom & kid), identifying consumer needs, behaviors, and preferences to support product refinement and development decisions.

IMC Campaign Execution:

- Supported execution of integrated campaigns across digital and retail touchpoints, contributing to stronger brand visibility and consumer engagement during key campaign periods.
- Coordinated with creative team inhouse and agencies to develop campaign assets including TVCs, Key Visuals, Social Content, POSM, Websites, Sales Kits, and promotional materials.
- Managed communication reviews and quality control for 50+ KOLs/KOCs to ensure brand consistency and campaign compliance.
- Supported marketing operation processes including invoice verification, internal documentation, and agency payment procedures.

Express Delivery Services Corporation (GHN)

Brand Marketing Collaborator - GiaoHangNhanh & GiaoHangHang

Apr 2025 - Jul 2025

Brand Collaboration & Marketing Operation Support:

- Conducted market research and developed partnership and co-branding proposals to support brand campaign planning and launch initiatives.
- Assisted in developing branded merchandise concepts aligned with campaign objectives, consumer engagement goals, and brand identity.
- Supported contract follow-up, administrative processes to ensure smooth execution of partnership projects and marketing activities.

Gamuda Land Vietnam LLC

Brand Communication Intern - Gamuda & Celadon City

Jun 2024 - Dec 2024

Brand Communications:

- Developed content and marketing materials including brochures, POSM, sales kits, and communication assets while ensuring consistency with brand guidelines.

Internal & External Brand Events:

- Supported planning and execution of internal and external events, coordinating with 10+ agencies and suppliers to deliver event materials and branding assets on schedule.

Vietnam Alumni Mentoring - UEH Mentoring

Communication Team Member and Project Leader

July 2023 - July 2024

Social Media & Project Management:

- Managed TikTok and Facebook pages (30,000+ followers) and a student community (6,000+ members).
- Led a 6-member media team to produce promotional and content videos for mentoring and training events, contributing to a 20% increase in event registrations.

Education

University of Economics Ho Chi Minh City - UEH

2022 - 2025

- Bachelor of Marketing Management**
- GPA: 3.71/4.0 - High Distinction.**
- Certification:**
 - TOEIC 610 & IC3 (Microsoft Office) by IIG.
 - Advanced Content Marketing Certificate by Ngao Academy - Creative Training.
 - Integrated Brand Communication, New Product Development Courses by Brands Vietnam.
 - Brand Management (4.0), Digital Marketing (4.0), Creative in Marketing (4.0) Credits by major in UEH.

Skills

Technical Knowledge

Integrated Marketing Campaign Execution |
Market Research | Consumer Insight
Research | Social Media Management

Soft Skills

Creative & Critical Thinking |
Teamwork & Stakeholder Management |
Presentation & English Communication

Hard Skills

Microsoft & Google Office Suite (Data
Analysis & Analysing | Graphic Design (AI,
Ps, Canva) | AI Productivity Tools