

NGUYEN DOAN MINH KHOA

ACCOUNT EXECUTIVE

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SUMMARY

I have experience as an Account Executive with strengths in client relationship management, project coordination, and cross-functional collaboration. I have worked closely with clients to understand their business objectives, manage project execution, and ensure campaigns are delivered effectively.

Additionally, I spent 3 years studying and living in Japan, where I developed a strong business mindset, professionalism, adaptability, and communication skills in a multicultural environment.

With my client servicing experience and international background, I am confident in my ability to build strong client relationships and contribute effectively as an Account professional.

CAREER OBJECTIVE

Over the next 1–3 years, my goal is to advance to the position of **Account Manager**. Leveraging my core strengths in **Project Management and Client Management**, I aim to directly lead large-scale campaigns to sharpen my multi-channel strategic thinking. Concurrently, I look forward to deepening my overall marketing expertise, transitioning from an execution focus into a trusted strategic partner for clients, and driving sustainable growth for the agency.

SKILLS

Project Management

Client Management

Presentation and Communication skills

Digital Marketing (Facebook Ads)

Strong Time Management and Multitasking Skills

Problem-solving Skills

Critical Thinking

EDUCATION

ANABUKI BUSINESS COLLEGE Business

2023 – 2026 | Japan

COLORME Graphic Design

02/2022 – 09/2022

Van Lang University Faculty of Commerce, Major in Marketing

2016 – 2020 | Ho Chi Minh

LANGUAGES

Japanese

English



PROFESSIONAL EXPERIENCE

05/2022 – 03/2023

Ho Chi Minh

Account Executive

SMA Agency

- Worked directly with clients to understand business objectives and propose marketing solutions.
- Collaborated with Design, Content, Planning, and Ads teams to execute integrated marketing campaigns.
- Managed and optimized Facebook Ads campaigns to drive sales performance and business growth.
- Supported content production projects, including photoshoots and video production.
- Managed project timelines, budgets, and client reporting.

Key Achievements:

- Increased Facebook Ads revenue by **20–30%** during promotional campaigns.
- Contributed to a rebranding project by developing and implementing new Facebook Page Guidelines.

04/2021 – 03/2022

Ho Chi Minh

Account Executive

GTV SEO

- Managed existing clients and provided SEO consulting.
- Developed new business opportunities, prepared proposals, presentations, and quotations.
- Conducted keyword research and collaborated with Content, Planning, and IT teams to execute SEO projects.
- Managed project timelines, KPIs, and monthly reporting.

Key Achievements:

- Increased Organic Traffic by **15–20%** (2022).
- Ranked multiple keywords in the water purifier and language education industries on Google (2022)

07/2020 – 03/2021

Ho Chi Minh

Account Fresher

Creative Point Agency

- Supported Account Leader in client communication and project timeline management.
- Managed project execution and handled client issues throughout the campaign.
- Coordinated with Production Houses and PG teams for sampling booths and project kick-off activities.
- Monitored project performance and delivered periodic client reports.

Key Achievements:

- Increased brand awareness through Trade Marketing activities at supermarkets and traditional trade channels.
- Improved repeat purchase rate by **30%** within **3 months** after promotional campaigns.