

Nguyen Ngoc Tri Dung

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PORTFOLIO/ PROJECT: [Link](#)

PROJECT HIGHLIGHTS

Wellness Lifestyle Joint Stock Company

Sep 2023 – Dec 2023

Project: Brand Repositioning and Product Innovation

- Objective:
 - Repositioning the My Perfect Meal product brand, researching and developing new products surrounding and supporting the core product My Perfect Meal.
- Classify:
 - Personal project, focusing on develop and implement My Perfect Meal positioning; R&D new product.
- Scope of work:
 - Effectuated Brief Audit to determine Business Goal, Business Problems, Budget, Timing, etc
 - Conducted Market Segmentation, Targeting Strategy and Competitive Strategy to determined Brand Positioning. Beside associate with 2 Agency for Paid Awareness Campaign.
 - Developed Brand Building Journey through determining the development stage of the business and the role of the brand in each stage.
 - Define R&D Objective and SoG, Solution Innovation Strategy to develop Product Concept
 - Built Product Potential Check, P&L Estimation and Go-to-market Strategy.
 - Optimized Channel Strategy, including Channel Mapping, Media Planning/ Budget Optimization and Content Mapping.
- Achievement:
 - The brand “My Perfect Meal” had a better understanding to the market it is participating in as well as competitors in the market, and at the same time grasps the basic Demand Spaces, thereby proposing a product portfolio strategy.

- Identified 2 Product Values in the Demand Space "Improve the digestive system", thereby building 4 Product lines with Product Variants of different tastes and sizes.
- Built brand positioning, along with strategies and plans to implement this defined positioning through product and brand communication activities.
- Related documents :
 - Market Research and Segmentation: [Link](#)
 - New Product Recommendations: [Link](#)
 - New Product Reference: [Link](#)
 - Strategy: [Link](#)

EXPERIENCE

Vindrink Import-Export Trading Joint Stock Company

Brand Marketing Leader

Hoang Mai, Ha Noi

- Developed Brand Positioning:
 - Clarified, optimized Brand's Target Audience and Source of Growth. Resulting in 3 market segment, in which a key segment is selected due to good profit potential with long term profitability and especially suited to company's Root Strength rather than competitors.
 - Reorganized Brand Portfolio and built Portfolio Strategy beside with Brand Growth model, prepared for long-term business activities
- Organized Brand Activation:
 - Associate with 2 Agency for Paid Awareness Campaign, such as Experiential/sampling event, launching event, running contests, lead to 400+ customer had awareness of brand and brand image, also interested in product purchase locations, 80% of which have good feedback on product quality and demand for the target consumer to use the product more regularly.
 - Directing the production of TVC videos, lookbook photos, POSM publications, key visuals, and other related publications as resources for online advertising communication activities.
 - Developed and executed an online sampling campaign with the aim of collecting customer data to support digital marketing campaigns, while providing opportunities for consumers to access and experience the product and gather customer feedback.
 - Prepared for flagship store in Lotte Mart, Mobile shell for GT channel, Gondola for MT channel, etc

Supers Group Joint Stock Company

Brand Marketing Leader

Ba Dinh, Ha Noi

- Initiated Brand Innovation:
 - Based on the results of market research to design, improve outstanding features, as well as benefits, reason to believe and design interface for products that match needs, desires, and affordability of customer.
 - Optimized, defined Brand Attribute by identifying Key Attribute, which is summed up by many Target consumer's surveys, and company's Root Strength. Resulting in 200+ new client, maximized Closing rate to 15% and quarterly revenue to 17%.
 - Reorganized Brand Portfolio and built Portfolio Strategy to visualized product's USP
 - Managed a process re-engineering project to improve and consolidate end-to-end service processes; restructured communication flow, and cut down reporting time by 75%, minimize information shortage
- Organized Brand Activation:
 - Organize and sponsor contests and events with the aim of increasing brand awareness and creating opportunities for target customers to experience products.
 - Measure Brand Power through targeted customer surveys to determine the product's ability to meet demand, connect with customers, and differences from other products on the market has same feature.
 - Built an inbound marketing system, Value Matrix, and Content mapping to serve the purpose of identifying and aligning communication messages across Owned Channels, gaining a deeper understanding of customer needs and issues to be addressed throughout their buying journey.

EDUCATION

FPT Arena Multimedia

Jun 2020

Graphic Design

Ha Noi

- Graduated with honors, completed the project with an A+ grade.

HUS High School for Gifted Student

Jun 2018

Branch of physics

Luong The Vinh, Ha Noi

- Ranked as the top student with honors upon graduation.
- Ranked among the top 3 students with perfect scores in the K30 class.
- Participated in the National Physics team competition.

CERTIFICATE

- TomorrowMarketer: Brand Development
- BrandsVn: TikTok Strategies & Growth Tips: Chiến lược tăng trưởng kênh tiktok
- BrandsVn: Quy trình Khám phá Insight 3-D
- BrandsVn: Chiến lược định vị thương hiệu
- Domestika Logo Design: From Concept to Presentation

OTHER

- **Technical Skills:** Adobe Illustrator, Adobe Premiere, Microsoft Team, etc
- **Languages:** English (native), German (intermediate)
- **My Freelance design project:** [Link](#)