

Contact

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(LinkedIn)

Top Skills

Marketing Communications

Social Media

Account Management

Languages

Vietnamese

English

Honors-Awards

Scholarship

Trang Xuan

Managing Director & Co-Founder at Purr Creative Marketing
Lecturer at University of Hanoi Industrial Textile
Vietnam

Summary

Marketing Strategies & Account Management

Experience

University of Hanoi Industrial Textile
Lecturer
February 2019 - Present
Hanoi, Vietnam

Purr Creative
Managing Director & Co-Founder
July 2018 - Present
Hanoi, Vietnam

We Create Content - Vietnam
1 year 9 months
Account Manager
February 2018 - May 2018 (4 months)
Hanoi, Vietnam

Account Executive
September 2016 - February 2018 (1 year 6 months)
Hanoi, Vietnam

- Managing daily activities of accounts
- Maintaining direct relationships with We Create Content clients
- Managing internal team to be on schedule with production, publishing and distribution of content marketing
- Supports directors on managing different projects
- Key clients: Ecopark, Ruou Son Tinh, Kosmo Tay Ho, EuroStyle, ...

T&A Ogilvy, Ogilvy and Mather Vietnam
Intern
April 2015 - September 2015 (6 months)
Hanoi, Vietnam

- Media report (weekly, monthly, quarterly...) for AB Inbev
- Support government related activities for VISA
- Managed VISA & CCVSA's 2015 Financial Literacy Contest social media pages and joined secretary team: <https://www.facebook.com/SinhVienVoiKiNangQuanLyTaiChinh>
<https://www.youtube.com/user/kynangquanlytaichinh/featured>
<http://practicalmoneyskills.com.vn/>
- Other government related support activities for other clients like Facebook, Microsoft or vendors like Sevendesign, Andi.
- Update reports about market news, industry news and Vietnamese government regulation for Facebook and Microsoft.

Netlink Solution

Product Developer & Digital Marketing Intern

June 2013 - September 2013 (4 months)

Hanoi

- Develop product PRWeb.com
- Creative team for designing ideas
- Product procession
- Ran social media pages for teams
- Organized social media pages and planing for PRWeb.vn project

Education

University of Strathclyde

Master's Degree, International Marketing · (2015 - 2016)

University of Derby

Erasmus Exchange Programme, Marketing and Media · (2013 - 2014)

HAMK Häme University of Applied Sciences

Bachelor's Degree, Global Marketing · (2011 - 2014)

Dao Duy Tu High School

High School, Mathematics, Literature and English · (2008 - 2011)