

# Yen-Ly CHU

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## Education

### IAE AIX-EN-PROVENCE

MSc. International Business, *Marketing*

Recipient of The Eiffel Excellence Scholarship, Campus France (2015)

Aix-en-Provence, France

2015 – 2017

### FOREIGN TRADE UNIVERSITY

Bachelor of Economics, *Marketing* and *E-Commerce*. GPA: 3.41/4.0

Awardee of Global Korea Scholarship (2014) for a 6-month exchange semester in Seoul National University, South Korea

Hanoi, Vietnam

2010 – 2014

## Work Experience

### PANASONIC

#### Digital Marketing Creative Lead

*Panasonic is a trusted name in durable, innovative consumer electronics. Made in Japan.* [www.panasonic.com/vn/](http://www.panasonic.com/vn/)

- Bring beautiful online shopping experience to 23.3M Vietnamese users and spreading corporate missions & values across all owned and external media channels
- Increase Visibility (Paid Advertising & Content Syndication), Conversion (A/B Testing & EC Linkages) and Positioning (SEO) in collaboration with external agencies, key retailers and regional team
- Responsible for all UX/UI decisions to create visually and conversationally stimulating designs, layouts, interactions and transitions in digital environment
- Oversee full creative process from conception to post-production of final edits, graphics and music for Youtube and Facebook
- Determine the effectiveness of digital marketing campaigns by analyzing page clicks, keyword hits, search engine traffic and other data. Present all the findings, analyses and recommendations on well-visualized slide decks
- Generated a 176% and 80% y/y increase in Conversion Rate and Visits respectively by performing Web Renovation (leveraging conversion-generating UX design, full-responsivity and SEO best practices) on local scale, which led to the traffic growth in the entire Asia of 144% vs LY
- *E-Commerce Management*: Supervise a content team to ensure merchant product catalogues and new products are launched on Panasonic's Lazada e-Shop in a timely manner to expected quality standards

Hanoi, Vietnam

September 2018 - Present

### EULER HERMES

#### Webmaster & Social Media Manager

*Euler Hermes is the global leader in trade credit insurance, surety, and related risk services.* [www.eulerhermes.com/](http://www.eulerhermes.com/)

- Managed and developed all group communications channels, optimized the overall webmastering process and social media management to prepare for the next big transformation of the brand identity
- Provided creative leadership for the corporate brand through conceptualization and production of Social Media Visuals, UX/UI Elements, Economic Publications, etc.
- Communicated *What's Happening In The World Economy* to audience on Twitter, LinkedIn and Youtube
- Doubled Twitter Engagement Rate (+1.4%) in 2 months and increased website Visits from social media for +44% y/y by revamping content program in term of visual and storytelling
- Initiated and led a Graphic Design training for team members to maintain consistent creative quality

Paris, France

September 2017 – January 2018

### ADAPTIVEBEE

#### Social Media Manager

*AdaptiveBee is the maker of UR, a fast and free web browser that respects user privacy. 100% European.* [www.ur-browser.com/](http://www.ur-browser.com/)

- Told stories of UR brand, of our passionate team in the most appealing, creative and heart-warming way, so that the brand can be seen, be heard and be empathized
- Defined the role of UR social media channels as a Cyber Security handbook for smart internet users
- Established "the voice" of brand through creation of Tutorial Videos (100K views), Infographics, Interactive Product Showcases, How-to Blog Posts and Inspirational Talks by Behind-The-Scene People

Paris, France

July 2016 – December 2016

### INTERWOMANS

#### Co-founder/ Social Entrepreneur

*Interwomans is a community involving +1000 women in continuous talks on Breaking Stereotype and Entrepreneurship.*

- Oversaw concept creation to implementation of InterWomans Hub, a career support program dedicated to connect women with opportunities and to help them plan for desired achievement
- Supported UN Women to launch HeForShe Vietnam campaign successfully with 2,5K online commitments and thousands of oral and paper commitments to stand for gender equality
- Won *The Most Creative Business Idea* prize over 500 competitors nation-wide in National Business Start-up Contest 2015

Hanoi, Vietnam

February 2014 – August 2016

**IDG VENTURES VIETNAM**

Hanoi, Vietnam

**Market Research Analyst**

May 2013 – February 2014

*IDG Ventures Vietnam is the first technology venture capital fund in Vietnam, with over \$100M under management.*

- Investigated into EdTech sector in Southeast Asia. Collected data on consumers, competitors and market trends and consolidated information into actionable reports and presentations. Contributed to BOD's decision of investing \$40M in EdTech by 2014 only.

**Leadership, Community & Personal Development****PARIS TALENT SUMMIT 2017**

Paris, France

**Selective Attendee, Deezer, Airbnb**

January 2017

*Talent Summit, an initiative of TalentSpace, is where talents sit down together and bring fresh solutions to problems that partnered innovative companies are facing with. Right in their offices. [www.talentspace.io/](http://www.talentspace.io/)*

- Generated 3 initiatives to improve Airbnb Experience given the lower-than-expected number of users since launch
- Learned the ways people of Deezer form new product features from single ideas and applied those methods to propose 2 new features to enhance local music experience around the world

**HARVARD CONFERENCE 2016**

Cambridge, MA

**Delegate of Entrepreneurship Panel**

February 2016 – March 2016

- Raised voice in a dynamic forum of exchange on business and social topics vital to the world's development with some of today's prominent leaders on Harvard Campus. Delivered a speech on how to raise entrepreneurial spirit in marginal areas. [www.hpair.org/](http://www.hpair.org/)

**ETHOS II 2016**

Songdo Creative City, South Korea

**Entrepreneurship Trainee**

January 2016 – February 2016

- Took part in an ICT immersion trip which involves 30 selective entrepreneurs in a global conversation of start-up, future technology and social development

**EMBASSY OF SWEDEN**

Hanoi, Vietnam

**Mix Artist**

2014 - 2015

- Created and maintained high energy in the embassy's featured events, noticeably Femme Beat Night and Swedish National Day Celebration by reading crowds and mixing music

**Skill & Interest**

Ancient History, Japanese Pop Culture, City Life Photography: [www.deviantart.com/yenlylychu/](http://www.deviantart.com/yenlylychu/)

Native Vietnamese, Fluent English and Conversational Japanese.

Technically skilled in Adobe Creative Suite (Photoshop, LightRoom, Illustration, After Effect, Premier), MS Office Pack (Word, Excel, PowerPoint), CSS, HTML, Adobe Experience Manager, Google Analytics, Data Studio, Youtube Analytics, Facebook Analytics.