



# Pham Quynh Anh

## Product Marketing Executive

Hanoi, Vietnam

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[Visit personal profile](#)

### Date / Place of birth

29 August, 1996, Hanoi

### Skills

Content Strategy

Content Writing

Editing and Proofreading

Adobe Premiere Pro

Public Speaking

Microsoft Office

### Languages

English

Vietnamese

## Profile

A competitive and goal-oriented young person seeking a meaningful and challenging position where I can apply my knowledge and skills for continuous improvement. Experienced marketing executive with a demonstrated history of working in software and technology industry. Skilled in PR, Content Writing, Digital Marketing, and Project Planning.

## Employment History

### Content Strategist, CMC Global Ltd.

November 2019 — Present

Develop Sales & Marketing documentation

- Create service offerings in relation to Software Development, AI, Cloud, IoT and BigData.
- Compose Company Profile and 10+ scripts of successful case studies with unique industry knowledge of Healthcare, Automotive, Security, Logistics, E-commerce.
- Proofread and author 20+ blogs, e-books on technologies for digital marketing activities.
- Work closely with CMC's professionals to create sales documentation for AI-powered and Bigdata solutions (chatbot, facial recognition - CIVAMS, social listening, fraud detection, data-lake solutions)

Manage and optimize Wordpress website

- Develop SEO strategy & relevant content for website.
- Measure performance regularly using Google Analytics.
- Gain 3000+ website visits per month with 45% from organic search.

Develop strategies for social media branding

- Develop content strategies for Facebook & LinkedIn.
- Measure & report performance using Facebook Insights & LinkedIn report.

Create Ads copies

- Write Ads copies for PPC campaigns to generate leads.
- Measure & report campaign performance.

Email Marketing

- Deliver valuable content to key audiences using Mailchimp & Sendgrid.
- Track email metrics (open rate, delivery rate, bounce rate, etc.).

## **Product Marketing Executive, FPT Software Ltd.**

June 2019 — November 2019

Developed Sales & Marketing documentation for AI-powered translation tool

- Worked closely with development team to compose 100+ pages of user guide.
- Updated trends on NLP, Machine Learning, Deep Learning technologies to create relevant content for website and blogs.
- Created demo videos and training videos for users.
- Highlighted unique selling points in comparison with other AI-integrated translation product to create proposals, brochure and flyers for sales.

Organized Events

- Successfully organized promotional event "Translator Day 2019" to showcase the product, welcoming 400+ attendees and 200+ new trial registers.
- Regularly attended technology seminars and showcase events to promote the product.

Developed strategies for social media branding

- Developed content strategies for Facebook & LinkedIn.
- Actively communicate within translator community to expand brand awareness.

## **Marketing Executive, Wyndham Garden Hanoi Hotel**

September 2018 — June 2019

Managed Marketing activities

- Managed and Reported digital marketing campaigns (paid ads, GDN, PPC).
- Created marketing materials (brochure, flyer, hotel cards...)

PR and Event organization

- PR booking for hotel events.
- Created monthly media reports.
- Organized hotel's seasonal marketing campaigns.
- Organized Wyndham loyalty programs.

## **Education**

**Bachelor of Arts, Diplomatic Academy of Vietnam, Hanoi**

2014 — 2018

## **Courses**

**The fundamentals of digital marketing, Certified by Google Garage**

**Facebook Marketing, Certified by Vinalink Academy**

**Video Editing, Certified by One Minute Academy, US Embassy**