



Mai Nguyen

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Professional Reference

Sari Arjamo-Tuominen

- Chief Marketing Officer – Quuppa Oy
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Competences

Digital Marketing

- CRM systems (e.g. Odoo, Lime)
- Content management system (e.g. Strapi, WordPress)
- Email marketing (e.g. Hubspot, Mailchimp)
- Image editing with Photoshop and AI
- LinkedIn content creation
- Knowledge of InDesign, GA4, SEO, SEM

Data Analysis

- PowerBI
- Knowledge of Database Design
- Number and data solving

Others

- Project Coordination (e.g. Trello)
- Microsoft Office, especially Microsoft Excel
- Problem solving and learning

LANGUAGES

- English - Fluent
- Vietnamese - Native
- Finnish - Beginner and continuous learning

As an enthusiastic marketer, I am always looking for opportunities to expand my skill set and tap into my full potential. I am dedicated to continuously learning and growing in the field, and approach tasks with a responsible and proactive attitude. I am highly adaptable and ready to take on any hands-on duties assigned to me.

EDUCATION

Arcada University of Applied Science | Aug 2019 - Nov 2022

BACHELOR IN INTERNATIONAL BUSINESS

- Major: Marketing, specialised in digital marketing
- GPA: 4.47

Danang University of Economics | Sep 2015 - June 2019

BACHELOR IN BUSINESS ADMINISTRATION

- Major: Financial Management
- Graduated with Distinction Honor

WORKING EXPERIENCE

Marketing Intern, Trainee | Quuppa OY | Sep 2022 - Present

- Involve in operational marketing tasks, marketing solution suggestions, and communication with cross-functional teams.
- Monitor content management systems and coordinate projects with stakeholders
- Ideate, and build content and graphics for email marketing campaigns, LinkedIn, and the company's website using Adobe Photoshop, AI, InDesign, and WordPress
- Participate in website development
- Utilize the Odoo CRM system for key contact and lead management
- Monitor and collect data on operational marketing KPIs from organizational sites

SCHOOL PROJECTS

UX Design for a Demo Travel App

- Design marketing automation flow with ActiveCampaign, Chatbot with Artibot.ai, survey and measure UX metrics with Survicate

Wordpress Blog

- Update plugins, and content, build up pillar page and cluster pages
- Design landing page of consultation booking and call-to-action pop-up
- Improve customer experience leveraging data from Google Analytics

Lime CRM system

- Manage customer database in Demo Lime CRM system.

Growth Marketing for an Assumed Fitness Center

- Apply tools including Facebook Ads, Google Ads, Mailchimp and testing methods (eg. A/B testing) to build growth marketing for an Assumed Fitness Center.

The use of WooCommerce for an Ecommerce Apparel Shop

- Develop the full buyer journey using data from Google Analytics

ACTIVITIES

- Participant | Talent Hackathon | 9 March 2023 - 10 March 2023
- Liason Officer | Sixth GEF Assembly and Associated Meetings | 23 June 2018 - 29 June 2018
- Assistant | India Culture Center | 1 April 2018 - 3 April 2018
- Volunteer | Apec Economic Leader's Week | 6 Nov 2017 - 11 Nov 2017