

ANH DANG

Cupertino, CA | (408) 646-8680 | hoanganh2608@gmail.com

EDUCATION

Golden Gate University | San Francisco, USA Mar 2017 – Apr 2019

MBA, Concentration in Marketing, GPA 3.8

Relevant courses: Digital Marketing, Direct Marketing, Business Strategy, Marketing Strategy & Planning, Database Marketing, Information Technology Management

University of Marketing and Finance | Saigon, Vietnam Oct 2008 – Jul 2012

Bachelor of Arts, Business and Marketing Concentration

WORK EXPERIENCE

Customer Service Representative | Porcelanosa, San Jose, CA Aug 2019 – Present

- Working with CRM programs (i.e. SAP) on a daily basis in placing dealers' and retailers' orders
- Coordinate customers in processing business deals and focus mainly on B2B customer segments
- Assist the Corporate Accounting Department with financial reports and activities (i.e. invoice, credit, billing)
- Respond to customer's inquiries regarding product information and other relevant business matters via email, phone calls, and in-person meetings.
- Maintain customers' satisfaction by providing excellent customer service and prompt assistance
- Enhanced brand credibility and customers' awareness regarding international brand and product variety
- Apply logistics skills in managing products' delivery paths on a nationwide scale

Digital Marketing Specialist | Brand Uprise (Part-time) Santa Clara, CA Aug 2019 – Present

- Utilize Salesforce, Marketo, and MailChimp in managing CRM activities
- Creating new creative ideas and design
- Assist with digital marketing initiatives such as social media and email marketing
- Manage PR content, KOL, and online influencers

Senior Account Executive | Cheil Worldwide, Vietnam Oct 2014 – Mar 2017

- Reached 97% of the annual KPIs for all holding projects;
- Developed marketing plans and implemented displays and promotions for Samsung products;
- Analyzed consumers' decision making, operations, and market segmentation to guarantee increased customers' brand awareness;
- Effectively communicated all offerings to the main client (Samsung);
- Assessed results of retail marketing campaigns and sales audit;
- Collaborated cross-functionally to ensure highest reach regarding retail launch;
- Monitored commercial production, digital and media planning through third-party agencies

Account Executive | Edge Asia, Vietnam Mar 2012 – Sep 2013

- Monitored 30% of the company's accounts, including Mead Johnson, Johnnie Walker, Sapporo, Mercedes-Benz, and Adidas;
- Responsible for all client communications, conflict resolution, and compliance on the current clients' deliverables and revenue;
- Committed to achieved clients' key performance indicators;
- Ensured quality standards and client expectations are met;
- Provided accurate and timely reports for at least 95% clients' accounts;
- Provided daily and monthly reports of work-in-progress projects;
- Managed a variety of marketing tools, including online and offline platforms;
- Brainstormed creative ideas for new projects and achieved Adidas as a new big client.

SKILLS

CRM; SAP; Salesforce; Critical thinking; Problem solving; Cross-functional Communication; Customer Service; Time Management; Project management; MS Suite; Marketing Skills; Team Player; English and Vietnamese bilingual