



# TUAN SON NGUYEN

MARKETING STRATEGIST

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## EDUCATION

**Master of Arts in Management**  
University of Greenwich, United Kingdom  
2019 - 2021

**Bachelor of Arts in Business Management**  
University of Sunderland, United Kingdom  
2017 - 2018

**BTEC HND Level 5 in Business (Marketing)**  
National Economics University, Vietnam  
2015 - 2017

## SKILLS

- Digital Marketing Strategy
- Campaign Planning & Execution
- Funnel Optimization & Lead Nurturing
- Cross-functional Collaboration
- Performance Tracking & ROI Analysis
- Agile Mindset & Execution
- Stakeholder Management

## AWARDS

**Outstanding Student Award**  
For exceptional contribution to school activities.  
2018

## PROFILE

Results-driven professional with proven success across real estate, media, and logistics. Skilled in building high-converting sales funnels, executing data-driven campaigns, and leading cross-functional teams to meet strategic goals. Adept at aligning digital initiatives with business objectives, optimizing content performance, and adapting in fast-paced, agile environments. Ready to contribute to ambitious organizations looking to scale impact and drive measurable growth.

## WORK EXPERIENCE

**Senior Marketing Specialist** 2024 - 2025  
An Phu Import-Export Investment & Trading Co., Ltd, Vietnam

Led digital sales initiatives, developed strategies, and produced cross-platform content to drive apartment sales in high-demand urban projects, targeting end-users and investors through data-driven, results-focused approaches.

- Built sales funnels across social platforms to drive lead generation.
- Executed digital campaigns for mid to high-end apartment projects.
- Aligned content and tracked performance with teams and partners.

**Supply Chain Orchestrator** 2021 - 2022  
Borgesius Rotterdam B.V., The Netherlands

Managed digital fulfillment and last-mile distribution for Albert Heijn—Borgesius' exclusive client—across major Dutch cities during peak season, ensuring smooth and timely online order execution.

- Provided daily performance updates to ensure operational alignment.
- Facilitated communication between warehouse and delivery teams.
- Identified bottlenecks and supported process improvements.
- Adapted quickly to volume spikes and real-time changes.

**Editor** 2018 - 2019  
A&D Media Advertising JSC, Vietnam

Provided PR services for major automotive brands in Vietnam, including VinFast, Toyota, and Mercedes-Benz. Focused on building YouTube as the primary platform to grow brand visibility and digital reach for Autodaily.

- Boosted monthly YouTube views by 45% in 6 months.
- Led 20+ PR campaigns across major digital channels.
- Grew channel to 500K+ subs and 100M+ views.