



## NGUYEN NGOC HIEU

<http://blog.ngochieu.com>

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Status: Single

## PROFESSIONAL MAJOR ONLINE BUSINESS MANAGEMENT

Excellent in:

- Market analysis, Strategy planning for online business.
- General management and Execution for online start-ups/companies.
- *Good understanding of web trend & technologies, digital marketing practices.*
- *Good understanding of online market / especially Vietnamese online market.*
- *Good relationship with online community, companies and start-ups in Vietnam*
- *Pro-active, diligent and extremely conscientious.*

## CAREER EXPERIENCE

TOTALLY 10 YEARS



### Ringier Vietnam (Media Corporation)

Digital Media Director

Oct 2009 until now

Ringier AG (founded 1833) is one of the largest media corporations in Switzerland. Digital Media Director report directly to General Director and in charge of all the investment strategic, budget planning, development, sales & marketing for all Online Businesses of the company.



### Young & Rubicam Vietnam (Advertising Agency)

Interactive Manager

Sep 2008 to Aug 2009

Analyze and do Strategy planning of all Digital Marketing activities for client. Deploy Project for client to make sure launching on time, on quality.



### VON Inc. / TimNhanh.com™ / YuMe.vn (ICP)

Marketing Manager

Jun 2007 to Aug 2008

Defining the company's Brands Position/Image, Marketing Strategy,...  
Planning & manage advertising & promotion activities (events, TV, Prints, online...)  
Manage budget for all ATL/BTL activities.



### Sony Vietnam (Consumer Electronics)

Online Marketing Officer  
Jan 2004 to Jun 2007

Planning & execution for all Online Marketing activities.  
Co-operate with regional team with adaptation campaigns for local market.



### Dizyatec Solutions Singapore (IT - Software)

E-commerce R&D staff  
Nov 2000 to Feb 2003

Research & implement new technology, new method for all ecommerce activities.  
Report and prepare training document for managers.

## ACHIEVEMENT

### FEATURED PROJECTS/CAMPAIGNS



### Bep Gia Dinh™

Ringier Vietnam / 2010  
<http://www.bepgiadinh.com>

Bep Gia Dinh was my first project with Ringier, it was launched June 2010 and growing steady. We have developed the community and published a Bep Gia Dinh magazine that issue every 2 weeks. Bep Gia Dinh is now the biggest recipes database and community in Vietnam. Revenue comes from both website and magazine.



### Marry™

Ringier Vietnam / 2010  
<http://www.marry.vn>

This is the 2<sup>nd</sup> project of mine with Ringier Vietnam, share the same target user as Bep Gia Dinh, this website help user to review, study and share experience about their wedding. Marry.vn is targeted to be the biggest directory about wedding in Vietnam. And now it is the biggest wedding community in Vietnam.



### Dekor™

Ringier Vietnam / 2010  
<http://www.dekor.vn>

The next family network “element” of Ringier Vietnam, Dekor.vn help user to review, gets consulted to decorate their home. Dekor.vn is targeted from the beginning to be a successful website that just only focus on Family Decoration.



## Ovaltine Smartkids Online Campaign

Ovaltine / Friesland Campina / 2008

Responsible: Interactive Manager

The site was launched in March 08 as a destination for an integrated brand campaign. It attracted 50,000 visitors in the first 4 weeks with 300,000 pv and over 3,000 contest entries.



## YuMe.vn™

VON / 2008

Responsible: Marketing Manager

YuMe.vn was recognized as one of the most successful Social Network in Vietnam. YuMe.vn provided full range of sharing & networking platform for their users. Target on Vietnamese young generation, it's now having over 2 million users and still growing.



## Project Homepage

Sony Asia / Sony Vietnam / 2007

Responsible: Vietnam Coordinator

Project Homepage is a project that combines all systems: CRM, Sales System, Analysis and Front-end website... Project Homepage now still working and proving it's effective.



## FEEL Worldwide Campaign

Sony Asia / Sony Vietnam / 2006

Responsible: Vietnam Coordinator

FEEL is a very large campaign support wide range products from Bravia, Cybershot to Handycam, etc... It's still realized as one of the most successful Sony campaign until now.

## EDUCATION & CERTIFICATION

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- High School / 2000 | Nguyen Huu Huan – Saigon / VN
- eMarketing Association Member since 2007 | eMA Canada
- CEC™ E-Business Consultant Certificate since 2008 | CEC™ Singapore
- Some other short training certificates but No Bachelor, No MBA.

## SKILLS

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### LANGUAGES

- Vietnamese | Mother Tongue
- English | Advanced – Public speech level
- French | Beginner

### NON TECHNICAL SKILLS

- Management and problem solving skill | 5 years experience
- Project Management skills | 5 years experience
- Presentation skills | 7 years experience
- Negotiation skills | 4 years experience

### COMPUTER SKILLS

- Management tools: MS Word, Ms Excel, MS Project, MS Visio... | 12 years of use
- Presentation tools: PowerPoint, Keynotes and Photoshop... | 7 years of use
- Good knowledge about SEO, Usability, programming & database structure, web service,...

## HOBBIES

### PHOTOGRAPHY

12 years with my camera around the world, I'm love Photography.

I'm now using Canon 5D mark II with a few lenses (Canon 35mm f/1.8L, Canon 70- 200mm f/2.8L, Canon 100mm f/2.8 macro...). Welcome to my gallery at: <http://flickr.com/ngochieu>

### AUTOMOBILE

Driving and discover the world is my other favorite. Together with my Ford Escape 2.3 XLT, I proud to be member of the first Vietnamese Caravan Team crossed over Indochina / Member of Vietnam-Malaysia Caravan Team / Founder of the OS Off-road Club...

## OTHER INFORMATION

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### CONTACT INFORMATION

- Current Address: 484A, Nam Hoa, Phuoc Long A ward, dist. 9, Ho Chi Minh city, Vietnam
- Mobile Number: 090.888.5088
- Email Address: ngochieu@gmail.com

### MY ONLINE PROFILE

- You can easily find me on Facebook / Twitter / LinkedIn... all with user name: "ngochieu"
- My Personal Website (Vietnamese): <http://blog.ngochieu.com>
- My photo gallery on Flickr.com: <http://www.flickr.com/ngochieu>
- Some of my slides on SlideShare: <http://www.slideshare.net/hieu.nguyen>

## REFERENCES

- Mr. Collin Crowell  
Managing Director of Ringier Vietnam  
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- Mr. Omoto Kei  
Marketing Manager of Sony Vietnam  
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- Mr. Ram Kapoor  
Managing Director of Y&R Vietnam  
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- Mr. Jerry Chang  
Professor of MIT / Senior Advisor of Dizyatec  
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- Mr. Paul Nguyen  
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