

PROFESSIONAL SUMMARY

Commercial & Partnership Leader with 9+ years in Luxury Hospitality & B2B Marketing. Proven track record in managing 15B+ VND budgets, driving brand repositioning, and leveraging Data/AI for revenue growth. Passionate about elevating Vietnam's global value chain through sustainable tourism.

9+ Yrs

HOSPITALITY EXP.

5+ Yrs

MANAGEMENT EXP.

15B+ VND

EVENT BUDGET SCALE

SKILLS & TECH STACK

Domains: Luxury Hospitality, B2B Partnership, Brand Strategy, Sustainable Tourism.

Tools & Data: Google Data Studio, CRM, OTA Management, AI Agent Orchestration, IDE & agentic software development platform.

Leadership: Cross-functional Team, Stakeholder Management, Vendor Negotiation.

PROFESSIONAL EXPERIENCE

Independent Luxury Project & Risk Consultant

May 2025 – Present

Ultra-High-Net-Worth (UHNW) Weddings

Orchestrated end-to-end project management for UHNW weddings (budget >15B VND), serving as the primary risk mitigation lead and strategic liaison for VIP stakeholders.

- Client-Side Project & CX Management:** Directed CX & operations for high-profile events, managing complex stakeholder dynamics for government officials and C-suite executives, ensuring seamless execution across all event phases.
- Vendor Procurement & Executive Liaison:** Vetted and managed 20+ luxury suppliers per event, acting as the executive bridge to eliminate hidden costs and standardize service delivery, ensuring strict budget transparency and risk control.
- Strategic Partnerships & Sponsorships:** Develop and manage brand sponsorship programs, integrating commercial partnerships seamlessly into the ultra-luxury wedding ecosystem without compromising the client's vision or privacy.

Commercial Head & Partnership Strategist

Jul 2023 – Apr 2025

Jet'aime Art | Luxury Wedding & Private Events

Built a 20+ partner community of premium local vendors, led brand repositioning, and personally contributed 39% of 2024 revenue.

- Partnership Development:** Secured strategic media collaborations with L'OFFICIEL & Robb Report, while building a 20+ premium partner ecosystem to standardize service quality and expand brand reach.
- Brand Repositioning:** Spearheaded brand repositioning & website rebuild, elevating Jet'aime Art to a top-tier choice for international luxury weddings in the Vietnam market.
- B2B Marketing & Revenue Growth:** Drove 39% of total 2024 revenue through direct B2B marketing (closing deals valued \$40K–\$400K+) and pioneered FIEU, a new agri-value chain venture.
- Team Leadership:** Led 10+ member team; trained on luxury expertise and AI application.
- Process Optimization:** Optimized sales workflows, reducing proposal turnaround time by 75% through process streamlining and automation.

Marketing Manager

Apr 2023 – Apr 2024

InCorp Vietnam | APAC Network Consulting

Shifted brand strategy to thought leadership, boosting high-intent lead ratio from 71% to 82%, and spearheaded Cekindo to InCorp rebranding.

- Brand Strategy:** Pivoted brand strategy from traditional SEO to Thought Leadership, establishing industry authority via whitepapers and case studies targeting international investors.
- Lead Qualification:** Refined the B2B client journey, boosting high-intent lead ratio to 82% (~170 leads/month) within just 4 months of implementation.
- Cross-Functional Leadership:** Led team of 5, ensuring Go-to-Market strategies with BD, Legal, and Finance.
- Market Positioning:** Spearheaded the Cekindo to InCorp Vietnam rebranding.

PROFESSIONAL EXPERIENCE (CONTINUED)

Marketing Manager

May 2021 – Apr 2023

InterContinental Phu Quoc Long Beach Resort

Oversaw omnichannel campaigns, developed real-time data dashboards, and managed digital budgets aligned with revenue targets.

- **Omnichannel Campaigns:** Oversaw PPC, Meta-search, Social Ads, CRM, OTA. Maintained OTA relationships for online distribution.
- **Data Analytics:** Developed dashboards using Google Data Studio and Excel for real-time actionable ROI insights.
- **Luxury Brand Positioning:** Preserved consistent luxury brand image. Mapped full luxury customer journey.
- **Budget Management:** Managed digital budget and annual media plans based on demand forecasting.

Employer Branding & Website Consultant

Dec 2019 – Apr 2021

Fossil Vietnam | Wearables R&D Center of Fossil Group

Led the strategic development of Fossil Vietnam's Employer Value Proposition (EVP) and advised on the content architecture for a standalone career website, ensuring alignment with the global brand.

- **EVP Strategy & Research:** Co-developed the local EVP in partnership with the HR team, grounded in internal employee surveys, competitor benchmarking, and deep cultural insights.
- **Career Website & Content Architecture:** Advised on branding strategy and content structure for the career site, successfully aligning the local EVP with Fossil's global Consumer Value Proposition (CVP).
- **Project Management:** Directing project budget, roadmap, and creative direction, ensuring on-time, on-brand delivery of all digital assets.

Revenue & Marketing Strategist

Aug 2019 – Mar 2022

Nhã Châu Thư Các Hospitality Consultant

Led conceptualization, target market research, operational setup, and launch operations. Implemented bookings and dynamic pricing strategies across OTAs, social media, and direct booking channels to optimize RevPAR.

Marketing Coordinator

Jul 2017 – Aug 2019

InterContinental Saigon

Built SEO-driven website content structure ranking #1 on Google for core local queries in 3 months. Directed extensive commercial art shoot to meet global IHG brand guidelines.

EDUCATION

HCMC International University (VNU-HCM) | 2014 – 2019

Bachelor of Business Administration (BBA) — Specialized in Hospitality Management & Marketing Strategy.

THOUGHT LEADERSHIP & IMPACT

Guest Speaker

- **RMIT University (2025 – 2026):** Insights on marketing and operations in the luxury events industry.
- **Van Lang University – VLU (2024):** Pathways in hospitality and hotel management talk show.
- **University of Economics and Finance – UEF (2022 – 2023):** Sales, marketing, revenue, and luxury branding.

Advisor & Mentor

- **Fulbright University (2024):** B2B Digital Marketing advisor at the Hackathon.
- **HotelBriefing.blog (2019 – 2023):** Mentored hospitality students; blog content strategist.

Community Engagement

- **AIESEC Vietnam (2015 – 2016):** Cultural onboarding; regional/national events operations.

CERTIFICATIONS & TRAINING

Data & Digital Transformation

IT BA & SDLC (2025): Requirements elicitation, modeling.
Marketing Automation (2024): Power BI, insights.
Data Analysis (2022): Sales & channel analytics.

Leadership & Development

Leadership (2024): Management development (InCorp).
Train the Trainer (2023): InterContinental Phu Quoc.
Mindful Leadership (2022): Search Inside Yourself (PACE).

Hospitality & Branding

EVP & Sourcing (2022) · Revenue Mgmt (2020) · Digital Marketing (2018)

CORE VALUES

Genuineness Sustainable Growth Local Empowerment
Cultural Pride Data-Informed