Nhi Võ

A Consultant. A Partner. A Storyteller.

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PROFESSIONAL SUMMARY

Strategic Brand and Communications Leader bridging executive strategies with market realities and public trust. Passionate about empowering local communities and elevating Vietnamese voices on the global stage, transforming the narrative from "Made in Vietnam" to "Made by Vietnam".

9+ Yrs	5+ Yrs	15B+ VND
CORPORATE EXP.	MANAGEMENT EXP.	EVENT BUDGET SCALE

SKILLS & TECH STACK

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

Tools & Data: Econometric Analysis, Power BI, CRM, OTA Systems, AI Orchestration.

Leadership: Stakeholder Engagement, Cross-functional Leadership, High-stakes Negotiation.

PROFESSIONAL EXPERIENCE & DEVELOPMENT

Career Break for Master Program in Public Policy

Oct 2026 – Apr 2028

Fulbright School of Public Policy and Management (FSPPM)

Master in Public Policy (Policy Analysis) candidate under a hybrid executive learning mode, maintaining active capacity for independent consulting and advisory.

- **Program Foundations:** Advanced coursework in public economics, policy analysis frameworks, public management, and quantitative policy evaluation.
- **Primary Research Focus:** The role of the public sector in governance and promoting digital transformation in Vietnam's tourism industry.
- **Policy Impact & Solutions:** Formulating actionable public-private frameworks to accelerate tourism digitalization and sustainable economic development.

Independent High-end Event Consultant

May 2025 – June 2026

Ultra-High-Net-Worth (UHNW) Weddings

Dedicated representative for prominent families, overseeing project governance, risk control, and strategic alignment for bespoke weddings with budgets exceeding 15 billion VND.

- **Project Governance & Executive Experience:** Directed full lifecycle of bespoke weddings. Navigated complex dynamics among prominent attendees (government officials, corporate leaders) to safeguard family privacy and reputation.
- **Operational Risk & Vendor Management:** Central liaison vetting and managing 20+ vendors per project to enforce strict service standards, eliminate hidden risks, ensure full budget transparency, and maintain confidentiality.
- **Strategic Brand Integration:** Evaluated and curated commercial partners to align strictly with core family values without diluting the event's vision.

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 Ecosystem:** Secured strategic media collaborations with L'OFFICIEL and Robb Report; curated 20+ luxury vendor partners to standardize service excellence.
- **Brand Repositioning & Revenue Growth:** Elevated Jet'aime Art to top-tier destination choice for international couples; drove 39% of 2024 revenue ($40K–$400K+ deals) and pioneered FIEU agri-value chain venture.
- **Team Leadership & Workflow Streamlining:** Coached junior talent, established execution playbooks, and optimized sales processes to reduce proposal turnaround time by 75%.

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 marketing from traditional SEO to Thought Leadership via whitepapers and case studies targeting international investors.
- **Funnel Optimization:** Refined B2B customer journey, boosting high-intent lead conversion to 82% (~170 qualified leads/month) in 4 months.
- **Cross-Departmental Leadership:** Led 5-member marketing team, partnering with Sales, Legal, and Finance to execute complete 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 & Analytics:** Directed PPC, Meta-search, Social Ads, CRM, and OTA distribution. Built automated performance dashboards on Looker Studio for real-time ROI tracking.
- **Luxury Positioning & Media Budget:** Maintained luxury brand standards across touchpoints; managed annual digital budgets and media plans aligned with hotel revenue targets.

Employer Branding & Website Consultant
Dec 2019 – Apr 2021

Fossil Vietnam | Wearables R&D Center of Fossil Group

Led strategic development of Fossil Vietnam's Employer Value Proposition (EVP) and advised on career website content architecture.

- **EVP Strategy & Content Architecture:** Co-developed Employer Value Proposition (EVP) from employee surveys and talent benchmarking; directed standalone career site content architecture aligned with Fossil's global consumer brand.
- **Project Leadership:** Managed project roadmap, budget, and creative assets, ensuring on-time delivery of all digital assets.

Revenue & Marketing Strategist
Aug 2019 – Mar 2022

Nhã Châu Thư Các Hospitality Consultant

Led conceptualization, pre-opening setup, and dynamic pricing across OTAs, direct booking channels, and social media to optimize RevPAR.

Marketing Coordinator
Jul 2017 – Aug 2019

InterContinental Saigon

Built SEO-driven website ranking #1 on Google for core hospitality keywords in 3 months; managed commercial photography matching IHG luxury standards.

EDUCATION & ACADEMICS

Fulbright School of Public Policy & Management
2026 – 2028 (Ongoing)

Master in Public Policy (MPP - Policy Analysis, Ongoing) — Hybrid executive mode. Research on public governance & digital transformation in tourism.

HCMC International University (VNU-HCM)
2014 – 2019

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

THOUGHT LEADERSHIP & IMPACT

Guest Speaker & Lecturer

- **RMIT University** (2025 – 2026): Luxury events marketing & operations.
- **Van Lang University** (2024): Pathways in hospitality leadership.
- **UEF** (2022 – 2023): Sales, marketing, revenue, and luxury branding.

Advisor & Community

- **Vietnam Wedding Guide:** Founder & Author at weddinginvietnam.com, curating luxury standards.
- **Fulbright University** (2024): B2B Digital Marketing Advisor at Hackathon.
- **HotelBriefing.blog** (2019 – 2023): Mentored students; content strategist.
- **AIESEC Vietnam** (2015 – 2016): Cultural onboarding & event operations.

CERTIFICATIONS & TRAINING

Data & Digital Transformation

IT Business Analysis & SDLC (2025): Requirements elicitation, modeling.

Marketing Automation & Power BI (2024): Analytics, dashboards.

Data Analysis for Decision Making (2022): Channel & sales analytics.

Leadership & Management

Leadership Development (2024): Management capacity (InCorp).

Train the Trainer (2023): InterContinental Phu Quoc Resort.

Mindful Leadership (2022): Search Inside Yourself (PACE Institute).

Hospitality & Branding

Employer Branding (2022) • **Revenue Management** (2020) • **Digital Marketing** (2018)

CORE VALUES

Genuineness **Sustainable Growth** **Local Empowerment** **Cultural Pride** **Data-Informed**