



LINH NGUYEN (Ms.)

Brand & Communications Manager

SKILLS

Brand

- Develop and implement effective brand strategies to enhance the corporation's reputation and visibility both locally and internationally.
- Create and manage the corporation's brand guidelines, ensuring adherence to brand standards in all communications and marketing collateral.
- Conduct market research and analysis to identify key trends, target audiences, and competitors, and use the insights to inform brand strategies.
- Monitor and analyze the corporation's brand reputation and sentiment, addressing any potential issues or crises promptly and effectively.
- Collaborate with external vendors, agencies, and creative teams to develop high-quality marketing materials, advertisements, and promotional campaigns.
- Stay up-to-date with industry trends, best practices, and regulatory guidelines related to branding.

Communications

- Collaborate with the marketing team, senior management, and other departments to ensure consistent brand messaging and positioning across all channels.
- Develop and execute comprehensive marketing and communication campaigns, including digital marketing, social media, print materials, events, and public relations activities.
- Build and maintain relationships with media outlets, journalists, and key influencers to secure positive media coverage and manage public relations efforts.
- Coordinate and manage internal communication efforts, ensuring consistent messaging and alignment with the corporation's brand values and objectives.
- Proficiency in digital marketing platforms, content management systems, and social media management tools.

Personal Info

👤 Oct 6th, 1987

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Education

Bachelor of Sociology

Academy of Journalism
and Communication

Master of Marketing and Sales

IAE Paris Sorbonne
Business School

● Business Marketing

- Conduct market research and analysis to identify key trends, target audiences, and competitors, and use the insights to inform marketing strategies.
- Develop and execute comprehensive marketing campaigns, including digital marketing, social media, print materials, events, and public relations activities.
- Collaborate with external vendors, agencies, and creative teams to develop high-quality marketing materials, advertisements, and promotional campaigns.
- Monitor and analyze the effectiveness of marketing campaigns and adjust strategies as needed.
- Stay up-to-date with industry trends, best practices, and regulatory guidelines related to healthcare marketing.

● Management

- Collaborate with the marketing team, senior management, and other departments to ensure alignment of brand and communication strategies with overall hospital objectives.
- Manage and prioritize tasks, meet deadlines, and oversee multiple projects simultaneously.
- Build and maintain relationships with internal stakeholders and external partners to support brand and communication initiatives.
- Provide guidance and direction to team members, fostering a collaborative and high-performing work environment.
- Experience in crisis communications and reputation management.

EXPERIENCE

2022 – now	Hanoi French Hospital <i>Brand & Communications Manager</i>
2019 – 2022	SHB Finance Co. <i>Senior Brand & Communications Executive</i>
2018 – 2019	BSH Insurance Corp. <i>Senior Brand & Communications Executive</i>
2015 – 2018	Vivu Vietnam Co. <i>Marketing Team Leader</i>
2012 – 2015	Vietsurvey Co. <i>Marketing Team Leader</i>
2010 – 2012	PetroVietnam Insurance (PVI) Holdings <i>Brand Executive</i>