

# CURRICULUM VITAE

## Personal Information:

Name: Truong Thanh Cam  
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## Education:

From 1994 – 1998: Bachelor of English  
National Foreign Language University – Hanoi  
From 1999 –2000: Master in Hotel Management  
Rome- Italy  
From 2001 – 2007: Second degree in journalism  
National University in Hanoi

## Summary of experience and expertise

- Very strong at interpersonal and communication skill, including:
  - ✓ Ability to set up and maintain relations with customers, business partners and government authorities
  - ✓ Ability to understand, negotiate and persuade people
  - ✓ Ability to work and cooperate with people of difference nationalities
  - ✓ Ability to influence people and teamwork.
- Having extensive experience in Public Relation & marketing activities in various business areas, in motorcycle industry in particular.
- Having thorough understanding of business environment in Vietnam in general, in tourism and hospitality business, in motorcycle industry in particular.
- Well prepared of marketing skills of motorcycle industry.
- Having thorough of understanding luxury and premium brands such as Vespa and Piaggio.
- Strong in creativity and initiative.

- Maintaining extensive network within Vietnamese business community as well as local authorities.
- Maintaining extensive network of dealers and POS in motorcycle business.
- Strong management & leadership skill:
  - ✓ Effective in managing and motivating people
  - ✓ Strong ability in designing business strategies and plans
  - ✓ Team work and ability to cooperate
- Proficient in Microsoft applications including Word, Excel, Power Point, Project, Access...etc
- Language proficiency:
  - ✓ Italian: Excellent in speaking & good in writing.  
Having been translator and PR assistant in Italian language for V.I.P conferences, delegation and companies visiting Vietnam such as Italian delegation to the APEC summit in Hanoi 2003, delegation of Italian government visiting Vietnam in 2005...
  - ✓ English: Excellent in speaking, good in writing

## **Strengths**

- Honest, Loyal, Dedication, Resolving, Agile, Influencing, Strategy.

## **Employment Record:**

*From 2010 to 2022:* Trade Marketing Manager at Piaggio S.p.a Company

- Achieve budgeted sales numbers and net margins as per the annual agreed plan.
- Budgeting setting up and controlling.
- Set up marketing activities and sale promotion, event, market survey, analyze of motorbike industry.
- Collaborate and leading Sale Team to understand dealer business situation in order to come up with a relevant/actionable marketing plan and consequently designing/implementing marketing activities for dealers.
- Review and analysis daily sales report, ASO report.
- Daily tracking marketing program performance in region.
- Meeting with Dealer Manager, Trade MKT executive about action for next days for improvement.
- Analysis region performance base on report system and field check information (4P mix, Competitors,..).
- Monitoring sales team do promotion in stores correctly with company criteria.
- Review dealer marketing plan with Dealer manager.
- Training and coaching Dealer Manager/Dealer staff about necessary skills, knowledge.
- Produces competitive analysis materials comparing product with its key competitors.

- Develop company and Brand image as a credible player in the market through participation in credible industry and networking events.
- Provide regular monthly reporting and analysis of performance to CEO.
- Work closely with Sales & Operation Manager, Area Managers, Store Managers to develop channel by channel basis marketing activities, covering products, packages, pricing and promotions in line with brand companies & sales strategies.
- Liaise with local advertising agencies and suppliers to develop above and below line materials in support of in-country marketing plans.
- Develop and build digital member program to foster the loyalty of the brand. Formulate the growth strategy, develop activation programs and maximize collaboration with suppliers. Utilize digital member data to understand customers.
- Designing, planning and implementing for trade marketing activities to push the sellout volume.
- Collaborate with PR and Marketing department of Piaggio group to ensure the strategy of Trade activity is aligned with Piaggio group direction and adjust in time, following the market demand.
- Understand digital landscape and targeted consumers digital behaviors for maximized planning effectiveness (in context of 360degree campaign planning)
- Digital campaign briefing to Digital Agency (including all digital channels, across owned paid earned)
- Ensure digital planning to be aligned with Campaign creative concept and brand positioning.
- Supervising and monitoring digital execution as such to fully deliver campaign objectives and KPIs.
- Provide valuable input to PVN marketing plan regarding to what can maximize for dealer business nationwide.
- Accurately report on status of marketing and sale activities, and suggest the action for improvement.
- Working with various State Banks to support dealers to develop the market and increasing the sellout number through co-marketing activities.
- Leading and working with partners of high- end brand for co-marketing activities in BTL.
- Develop integrated Marketing strategies and plans for brand and each individual product line-up to ensure their success in the competing segments.
- Digital marketing, ATL Advertising, ATL media, ATL digital, BTL Event Marketing, Brand website, BTL Consumer Activation.
- Market Research.
- Propose and define marketing requirements towards product design, specifications and options.
- Planning and implementing the communication activities of Trade marketing at POS.
- Modernizing and revitalizing the concept of POSM.
- Digitalizing the POSM and set up a trend to communicate Trade activities.
- Designing for new concept of CI of POSM in Viet Nam market and working closely with CI department of Head Quarter for implementing at dealer side.

-Planning, designing and implementing for accessories of Piaggio and Vespa brand to promote the Trade activities refreshing the fashionable look of brand and to come up with direction of brand positioning.

Achievements:

- Keeping up and maintaining the premium positioning of Piaggio brand in Motorbike Industry.
- Developing, activated as well the Vietnamese market throughout various marketing activities from dealers.
- Setting up and build up the guideline for marketing activities at dealers side.
- Building up the strategic of business in order to develop the market and turnover of dealer business.
- Building up strong awareness of Piaggio Brand and Piaggio Dealers brand in Motorbike Industry.
- Enhancing the fashion look and style for Vespa and Piaggio products through diversities of full circle activities.
- Modernizing and digitalizing of all communication in POS.
- Identify future market dynamics for development of new store concept and business planning of Piaggio Viet Nam.

***From 2008 -2009:*** Director of Sales for Thao Dien Village and Spa Resort in District 2, Ho Chi Minh City: Four Stars Hotel Resort and Spa of 07 products (01 Spa, 04 Restaurants, 01 Event Hall and Boutique Hotel of 24 rooms).

▪ Manage the Sales Department:

- Managing the Sales Dept, Sales Operation and Sale Activities.
- Establish the individual goals for the sales teams in order for them to achieve the general goals of the department
- To design annual budget including the product and service goals and revenue objectives.
- To assure that the sales team correctly organize and successfully execute the visits to the clients and review those visit reports and to make suggestions for any necessary improvements in order to achieve the goals
- Assure, coordinate and follow up the presence of the hotel at the trade fairs, expositions, conventions events, and promotional tours according to the program established in the Marketing Plan.
- Review and ensure that negotiations, contracts with the different companies and credits for clients are made according to the policies and established procedures that protect the interests of the hotel.
- Conduct Departmental meeting once every week.
- Organize and promote, in cooperation with the Food & Beverage Department special projects to stimulate Food & beverage sales within the community, including, but limited to, tournaments, balls, parties, gastronomic festivities, etc.
- Enhance the image of the hotel in the local community.
- Developing and extending the market by various sale and marketing activities.

- Set up the sales policies to get back the maximum profit to the company.
- Build up a business plan to increase the turn over.
- Manage the net costs of all services to give the maximum profit to the company.
- Responsible of developing new market.
- Find out all resources of making profit to the company though the brand name is new in the market of hospitality industry.
- Train and manage sales persons of products and sales skill.
- Find and maintain relations with new customers.
- Set up and maintain a network with business partners like travel companies, tour organizers and business community in Ho Chi Minh city
- Be responsible for building and promoting the company brand via marketing activities
  - Build up the brand name of Thao Dien Resort in Hospitality Industry.
  - Build up brand name by sponsor activities and co marketing with other services partners, also with famous magazines such as Golf, Dep, Tiep Thi Gia Dinh...
  - Organize events of clients in which the company can promote to maximize the brand name as Canarval Club , Doanh Nhan Clud, Porsch, Audi, Mercedes...
  - Building up strong brand of resort in the market of High -End Hotel Industry and Event Industry.
- Be responsible of turnover of business activities in Thao Dien Village.
  - Getting overtarget ROI to the company.

***From 2000 - Sep of 2008:*** Sales Manager of Indochina Trade & Tourism Company Ltd.

- Set up and manage Northern branch of the company.
- Organize inbound tours in the North and outbound tours within Indochina regions (Lao, Cambodia).
- Set up a network with business partners.
- Set up and maintain relations with European leading Tourist Companies.
- Responsible for public relation activities with foreign customers.
- Participate in designing and implementing marketing strategy of the company.
- Ensure the quality of service in line with selling price to Tour Operators and Agencies.
- Fixing the problems occur during the tour trip of groups.
- Designing the incentive trip from multinational companies to Viet Nam.
- Build up touring costs for different markets and TO.

***From 2000 – 2001:*** Associate of Legal & Business Consulting Group Invest Consult:

- Responsible for Public relation activities of the company with Italian market.
- Set up relations with Vietnamese authorities for foreign customers seeking investment opportunities in Vietnam.

***From 1998 - 2006:*** Trade assistant for Italian-Vietnamese Trade mission

- Carry out market research for Italian companies wishing to do businesses in Vietnam.

- Accompany Italian & Vietnamese trade delegations.
- Promote business contacts and relations between Vietnamese and Italian companies.
- Facilitate the finding of business opportunities in Vietnam of Italian companies.