

Hoang Huy “Alec” Vu

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PROFESSIONAL EXPERIENCE

chai.xyz

Lead Brand Strategic

Hanoi, Vietnam

March 2022 – July 2022

- Lead a team of 4 people to manage, operate, and execute marketing plans, resulting in a 15% increase in customer engagement
- Had in-depth analysis of the cryptocurrency flows tied to specific De-Fi applications.
- Engaged in research to gain insights into market trends.
- Forecasted potential future market trends that could impact the company's products and sales.
- Analysed data and patterns to formulate a marketing strategy.
- Developed comprehensive guidelines for the logo, creative materials, and marketing campaigns.
- Oversee branding initiatives, including advertising and social media platforms (Twitter, Discord, etc.), resulting in a 25% increase in social media followers

Gu Branding & Creative Partner

Strategic Associate

Hanoi, Vietnam

August 2022 – July 2022

- Conducted extensive research on market patterns and consumer behavior to create new brand identities for clients that resonated with target audiences, maintaining in a rate of 50% customer retention.
- Utilized quantitative and qualitative research data to develop compelling brand names and messaging, contributing to a 10% increase in brand recognition
- Conducted detailed brand evaluations to examine the present brand image of the organization.
- Prioritised tasks, streamlined processes, and identified and resolved problems within the project.
- Collaborated with cross-functional teams to implement effective branding strategies, resulting in a 25% increase in sales.

TCG Land

Internal Communications Executive

Hanoi, Vietnam

September 2020 – June 2022

- Managed and developed internal communication channels, fostering effective communication among employees and increasing engagement by 20%.
- Created compelling content for internal communication channels and publications, resulting in improved employee morale and productivity.
- Produced videos and viral clips for communication activities, generating a 15% increase in viewership and engagement.
- Implemented innovative ideas and trends to enhance internal communication efficiency, resulting in streamlined processes and improved collaboration among team members.

EDUCATION

BOURNEMOUTH UNIVERSITY, UNITED KINGDOM

2022 – 2023

Master of Arts, Advertising

THE UNIVERSITY OF KANSAS, UNITED STATES

2017 – 2020

Bachelor of Science, Civil Engineering

Vietnamese Student Association event planner

CERTIFICATIONS

- Branding: The Creative Journey, IE Business School April 2022
- Foundation Certificate, Institute of Practitioners in Advertising March 2023

TECHNICAL SKILLS

Adobe Creative Cloud

Adobe Lightroom

MS Office

Adobe Photoshop

Adobe Premiere Pro