

## LE PHUONG THUY TRANG

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### PROFESSIONAL SUMMARY

More than 13-year sales and marketing experience in Construction, Mechanics, Events and HR industry.

*Areas of expertise include:*

- Search and connect with new customers, especially oversea and OEM's customers
- Build strategic business and forecast
- Develop new potential markets
- Build and lead teams

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### PROFESSIONAL EXPERIENCE

#### **METKRAFT LTD.**

**August 2016 – Present**

*American industrial knives manufacturer with 300 employees in HCMC, Vietnam*

#### **Head of Sales & Marketing**

Oversee all sales and marketing activities in Asia Pacific region, and manage a team of 6.

#### ***Key achievements***

- Being promoted
- Enhancing Metkraft brand name's across Asia Pacific
- Achieved sales target for the year 2019 and 2020.

#### **PEB STEEL BUILDINGS CO., LTD**

**Jul 2011 – Jun 2016**

*Vietnamese-based pre-engineered steel manufacturing and construction company with 1,000 employees*

#### **Marketing Executive**

Oversee all marketing activities and support Sales to get new qualified building project information.

#### ***Key achievements***

- Successful running a series of University Tour event (at 07 local Universities)
- One of the key person to develop new PEB's Brand Identify System
- Had 08 project information becoming successful projects.

#### **CAREERBUILDER**

**Aug 2010 – Jun 2011**

*Provider of executive recruitment and human resource outsourcing solutions*

#### **Business Development and Recruitment Consultant (Industrial section)**

Searching new clients and potential candidates to fulfill customer's requests.

#### ***Key achievements***

- Achieved 297% of individual sales target.

#### **HAWA CORPORATION**

**Aug 2008 – Jul 2010**

*A member of Wood Industry Association of HCMC, specialized in trade promotion activities.*

#### **Communication Expert (6/2009 – 7/2010)**

Oversee all communications activities for trade exhibitions.

#### **Assistant to Marketing Manger (8/2008 – 5/2009)**

Deploy marketing activities for trade exhibitions, and liaise with oversea agencies to sell exhibition booths.

#### ***Key achievements***

- Being promoted
- Good employee of the year.

## EDUCATION

### **The Maastricht School of Management**

Master of Business Administration, 2013

### **The University of Economics HCMC**

Commercial Law, 2011

### **The University of Economics HCMC**

Business Administration, 2008, *Awards of Good Student*

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## CERTIFICATIONS

Marketing Manager (Vietnam Marcom)

Copywriter (Vietnam Marcom)

Mastering Risk Assessment and Optimal Risk Management (BSI)

Persuasive Communication and Negotiation Skills (CTS)

Develop Staff By Job Instruction and Coaching (Aimnext)

Problem Solving & Decision Making Skills (Tower Watson)

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## COMPUTER SKILLS

Adobe Photoshop, Illustrator, CorelDRAW, PowerPoint