



Anh Nguyen

Business Strategy & Project Management

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Senior Project Manager with 6+ years of Business Development, Project Management, Online & Offline Marketing expertise. Currently working as Global Marketing Project Manager and being responsible for the P/L of multiple Northeast Asian markets at trivago N.V.

Greatly contributed in defining market entrance strategy, growing traffic and improving cross-functional and multicultural corporation through constant product and marketing efficiency optimization. Holding an MBA in International Management.

For more information please visit my website at <http://nguyenannie.com>.

EMPLOYMENT HISTORY

2018 - Present



GLOBAL MARKETING PROJECT MANAGER | trivago N.V.

Marketing Pillar, trivago N.V, Düsseldorf, Germany

- **Multi-Channel Marketing Strategy:** Identify key lever for user targeting using GA360 and coordinate tests to define innovative approaches globally.
- **Stakeholder Management:** Convey findings, evaluate the success of each project and coordinate scaling plan to other markets.
- **Talent Lead:** Responsible for 5 trivago employees' personal development via evaluation, recurring feedback and coaching.

2016 - 2018



REGIONAL BUSINESS MANAGER | trivago N.V.

Rest of World, trivago N.V, Düsseldorf, Germany

- **Markets Performance:** Responsible for market P/L and controlling results to make sure we met our business targets in all Northeast Asian markets.
- **Market Lead:** Acted as the general contact point and expert for the region across the company, provided local development opportunities and context.
- **Analysis:** Challenged and supported functional teams of Brand Marketing, SEM, Facebook, and SEO using data-driven insight, build solid hypothesis and actionable plans to optimize current operation.

2014 - 2016



COUNTRY MANAGER VIETNAM | trivago GmbH

APAC, trivago GmbH, Düsseldorf, Germany

- Started trivago's Vietnamese platform from scratch including website localization, onboarding 2 local OTAs, and developed Display, SEM & Brand Marketing activities.
- Official spokesperson for trivago in Vietnam.

2013 - 2014



PROJECT COORDINATOR | Mercedes-Benz

Daimler A.G, Karlsruhe, Germany

- Assisted the Training Procedures of corporation between Mercedes-Benz and Mitsubishi Japan including translating guidelines, organized workshops and material for stakeholders.
- Managed the content of the department's intranet.

EDUCATION

2006 - 2010



MBA in International Management

Hochschule Pforzheim, Germany

Major in International Management and International Business. Graduation with honors.

2012 - 2014



Bachelor's in international Relations

Diplomatic Academy of Vietnam, Hanoi, Vietnam

Major in International Business. Excellent level graduation.

EXPERTISE

Market Strategy
Stakeholders Management
International Business
Project Management

Social Media Marketing
Brand Communication
Team Management
Brand Marketing

Performance Marketing
Advertiser Relations
Marketing Mix
Finance & Budgeting

LANGUAGES

Vietnamese (Native); English (Fluent); German (B1), French (A2)