



ANH NGUYEN

MULTICHANNEL MARKETING/ BUSINESS DEVELOPMENT

+6 years of experience

Senior Marketing Manager with more than 6 years of accomplishments in Multichannel Marketing, Business Development and Project Management. Reliable team player with strong multi-cultural and cross-functional managerial skills. Detail oriented, able to multitask, prioritize and work enthusiastically under deadlines. MBA in International Management.

CONTACT

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EXPERTISE

Marketing Strategy Marketing Analytics
Campaign Optimization Customer Acquisition
Project Management Data Analysis
Business Development Team Management
B2C & B2B Marketing Forecast & Budgeting

LANGUAGES

Vietnamese ●●●●●
English ●●●●●
German ●●●●●
French ●●●●●

EDUCATION

- **MBA in International Management**
Hochschule Pforzheim - Germany
2012 - 2014
- **Bachelor's in International Economics**
Diplomatic Academy of Vietnam - Vietnam
2006 - 2010

SKILLS



EXPERIENCE

● TRIVAGO N.V. Global Marketing Project Manager DÜSSELDORF, 12.2018 – 03.2020

- **Multi-Channel Marketing:** Ran multiple major innovative multi-channels marketing tests, identifying key levers for user targeting using GA360, achieving average of 15% increase in ROAS of the campaigns.
- **Stakeholder Management:** Conveyed findings and shared best practices globally, scaling at least 3 top performing projects to 10 major markets.
- **Create alignment & end-to-end strategies** across 4+ departments in 3 offices to communicate new features & messages to users.
- **Leadership:** Responsible for 5 trivago employees' personal development via evaluation, recurring feedback and coaching.

Tools: GA360, Jira, Trello, Google Analytics, PowerBI, Dropbox Paper, Slack.

● Regional Business Manager DÜSSELDORF, 09.2017 – 11.2018

- **Market Performance:** Responsible for the P/L of 5 North-East Asian markets.
- **Market Development:** Defined quarterly & yearly KPIs and develop strategies in accordance with local marketing teams to increase revenue by an average of 13% YoY for the region.
- **Business Analysis:** Using data-driven insights, building solid hypothesis and actionable plans to optimize recurring operations.
- **Leadership:** Managed and motivated the productivity of a diverse team of 10+ in a matrix structured environment.

Tools: Workday, GoogleAds, Facebook Ads Manager, SEMSuite, AdPhorus.

● Country Manager Vietnam DÜSSELDORF, 08.2014 – 08.2016

- Initiated the development of the first trivago's Vietnamese platform, including website localization, onboarding of 2 local OTAs, and executed the initial Display, Paid Advertisement and Brand Marketing activities.
- Developed Go-to-market strategy for Vietnam, reaching growth rate of 200% MoM.
- Built consolidated listings & database of 100 locals OTAs and defined the strategy to onboard top Vietnamese OTAs and hotel chains.
- Official spokesperson for trivago in Vietnam.

Tools: Zendesk, Atlassian, Cốc Cốc, Admicro, trivago Analytics.

● MERCEDES-BENZ A.G. Project Coordinator KARLSRUHE, 06.2013 – 06.2014

- Assisted the Training Procedures of corporation between Mercedes-Benz and Mitsubishi Japan, including translating guidelines.
- Organized workshops, training and material for stakeholders
- Designed promotional brochures and developed event promotional materials.
- Managed the content of the department's intranet.