

## Social Media Marketing Manager

Location: Seattle, WA

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Job Description (optional) 

### Resume:

Steven Tran

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Savory Asian tropical smoothie with “Kiwi” topping

International Communication Sustainability

I have 11 years professional marketing and sales experience including the most recent three years working in the Consumer Packaged Goods (CPG) industry. Inspired by my time working in the health and well-being space, combined with my personal goal to diversify my international experience, I decided to pursue a Sustainable Innovation MBA in America. I am driven to leverage my marketing, psychology, and business experience, both academic and professional, to bring sustainable products to consumers. I am both results and people-oriented - I find pressure to be motivating and enjoy developing relationships - and have been a highly successful contributor to remote international teams.

- CPG Innovation

- Forecasting Trends
- Strategic Thinking
- Emerging DEI Initiatives
- Emotional Intelligence

Remote International Teamwork

Technical Skills

Data Analysis & Research Tableau SPSS IRI Nielsen Mintel

Websites Mailchimp (advanced) WordPress HTML (basic)

Creative Adobe Suits SEO &SEM Canva (advanced)

Operation Microsoft Office Salesforece Sharepoint

World Language Vietnamese (native) English (fluent)

Experience

Cosmos Surfaces Seattle, WA Dec 2022 - now

Increased Instagram, Pinterest, LinkedIn and Facebook engagement and client activity by 75% within the first 60 days of employment. Managed and executed eDMs for over 3k customers weekly resulting in \$5M+ in gross revenue.

Associate Marketing Director

Main task: Working closely with Marketing Director & Operation Directors supporting all ATL/BLT marketing activities for 9 stores. A key person looking after all social media channels including design, media campaigns, analytics. Being in charge of trade marketing.

- 3-month achievements on social media: Instagram ( 269% reach, 839% engaged, 5.8% follower) Facebook ( 17.5% reach, 82.1% visit, 100% like), number also increases for Pinterest & LinkedIn, all 'without' paid campaigns.

- Mastering designs (AI, Canva, Image Solutions) for all marketing materials. Robustifying eDMs campaigns weekly (open rate 10%). Controlling Google Ads budget, Google Business, and website. Designing editorial content strategy; curated and segment editorial content to increase engagement and channel growth; collaborated across teams to identify content.

Capital Innovation Lab Burlington, VT Jun 2022 - Sep 2022

This 3-month project focused on developing a new eco-friendly, simple formula soap, with an emphasis on global consciousness & sustainability.

Project is sponsored and run by ex-VP of Unilever Worldwide & ex-Marketing Manager of Welch's.

Contractor - Sustainable Product Developer

Main task: Member of a three-person team tasked with developing a vegan formula, responsible sources & sustainable packaging for a new soap.

Worked with local manufacturer, freelancer designer & packaging companies.

- Action: Worked from the scratch to conduct B2C research about eco-friendly product market trends under supervision of incumbent Innovation Manager from a well-known CPG. Worked closely (with many site visits) with local manufacturers to develop formula, sustainable materials, MOQ, pricing and packaging for pack of 3 soaps.

- Collaborated with packaging designer and sustainable packaging company to build up a demo complying with patents, copyrights, trademarks. Building up distribution channels (Shopify, retailers) and activation strategy to executive pre-launch marketing activities (store activation, D2C and B2B communications).

- Result: first 3000 units (market test) launched in Dec 2022 (<https://truefamilybrands.com>)

Microsoft (as a guest employee) Remote, USA Jan 2022 - July 2022

Project focused on developing external sustainability messaging for consumer electronics (CPG -hardware devices) in collaboration with Microsoft's Ecodesign Team and Sustainability Program Management Office.

Sustainability Consultant - MBA Practicum project (contracted under University & Microsoft Agreement)

Main task: member of a four-person team tasked with developing a collection of documents for Microsoft's Devices Team that explain how product sustainability can and should be communicated honestly, effectively, and appropriately to end consumers.

- Action: Conducted market research (paid by Microsoft) to gauge how B2B and B2C customers react and respond to sustainability messaging for electronic devices, including Microsoft Surface and Xbox products.

- Result: Created a comprehensive value map summarizing internal and external communication methods and market analysis that will be shared with stakeholders including senior leadership in every department.

Chantal Organics (CPG) Auckland, New Zealand Oct 2018 - Aug 2021

2nd largest organic brand and manufacturer in New Zealand.

## Associate Marketing Manager

Solely managed sales reports and analyzed categories using IRI research tool to support the sales team; used data to identify product category drivers and forecast market trends for new product development.

- Notable achievements: successfully launched probiotic oat cups and re-activated brand (new website, new logo).
- Action: worked closely with market research company (Mintel), worked with packaging and design company, worked cross-functional team with colleagues from product management, sales, and external agencies to execute a timely launch and to hit our goals surrounding pipeline generation for new revenue and opportunities. Also took full responsibilities creating the messaging and positioning of the new product and then testing it with customers. Created of internal and external content for key stakeholders
- Results: Achieved 4.4% market share increase, 22% website traffic increase, and 5% B2B sales increase during the pandemic by redesigning touchpoints (developed new website and eco-packaging). Oat cup was ranked in top 5 (final list) Artisan NZ Awards.
- Other outcomes: Increased Instagram followers by 30% and saved \$30K by fully controlling eDigital Mail in-house, coordinating social media, working with PR agencies and recipe developers, and implementing/synchronizing digital marketing activities. Acted as a Trade Marketing Coordinator, created sales material for the sales team and liaised with GS1 to construct brand assets for vendors; brand performance exceeded forecast by 2.7%.

CMA CGM Auckland, New Zealand Aug 2016 - Sep 2018

3rd largest shipping line in the world.

### Sales Support

Maximized customer satisfaction by promptly resolving customers' unpredictable issues such as damaged containers, hazardous control, transshipment mismatch, and co-loading; controlled 30K containers per week. Managed 400+ B2B clients and identified potential B2B acquisitions by developing short- and long-term market trends, forecasts, and reports. Collaborated with import team Australia, shipping partners worldwide, and all ports and transportation agencies in NZ to maintain 100% shipping capacity and to reduce late cut-off by 50%. Led AUNZ export channel, 2nd biggest export destination of NZ, contributing \$900K total revenue.

Other Roles Vietnam & New Zealand Apr 2009 - Mar 2015

Aspiring Language Institute Marketing Executive Mar 2013 - Mar 2015

Manulife Financials PR / Event Internship Dec 2009 - Mar 2010

The Nielsen Company Quantitative Internship Sep 2009 - Nov 2009

Masan Consumers HR Internship Apr 2009 - Aug 2009

#### Education & Certifications

MBA, Sustainable Innovation University of Vermont, Grossman School of Business Aug 2022

- Product Development Track: Developing a new skin care line of products.
- MBA Consultant with SIMPACT: Building a holistic sustainability plan for pro bono client (Hotel Vermont)

Graduate Diploma in Arts, Psychology Auckland University of Technology Jul 2020

Bachelor of Business, Marketing Major Auckland University of Technology Dec 2012

#### Certifications

Bloomberg Market Concepts Bloomberg Dec 2021

#### Community

New Zealand Asian Leaders Active Member 2019 - 2020

AIESEC Indonesia English Teacher, Jakarta Jun - Jul 2011

Marketing Challenge Case Analysis 4th Place (nation-wide Vietnam competition) Jan 2010

Enactus Vietnam International University Founder and VP of HR 2009 - 2010

AIESEC Vietnam Active Member 2008 - 2009

Donate For Children Marketing Team Leader 2008 - 2009

Vietnam National University Founder and VP of Marketing, External Relations Department 2008 - 2009