



LONG, PHAM THANH

MARKETING-CREATIVE MANAGER

Long.pham@amorislab.com

+84 0984306957

Address: 180/11 Nguyễn Tri Phương, W9, D5, Ho Chi Minh city

CAREER OBJECTIVES

Creative Marketing Manager based on data driven insights.

I am a **data-driven creative marketer** with over a decade of experience in advertising, blending **art, analytics, and emerging technology** to build campaigns that resonate. My career began in traditional 360° marketing, but I've evolved into a **digital-first strategist**, specializing in **healthcare, education, and FMCG**—where storytelling meets measurable impact.

What defines my approach? *"Creativity built on insights forged by numbers."* I thrive at the intersection of **consumer psychology, AI-driven personalization, and immersive tech (AR/VR)**, crafting campaigns that don't just capture attention but **drive behavior**. From leading edtech platforms to launching skincare brands, I've turned data into compelling narratives—while mentoring teams to think **smarter, not harder**.

Now, I'm focused on the future: **How can AI and AR reduce friction in learning and living, improve mental wellness and reduce learning curve**. Whether optimizing ad performance or reinventing customer journeys, I believe marketing should **simplify lives, not complicate them**. Let's build what's next.

EDUCATIONAL EXPERIENCE AND SKILLS

Education

Bachelor of Art Multimedia System

RMIT Vietnam (2007-2011)

MBA

RMIT Vietnam (2020-present)

AIM advertising Academy Micro-course

Digital advertising

Advertising campaign management

Skill

- Most of Adobe Creative Suite from Visual to Audio Software
- Multimedia - video creation
- ERP and SOP workflow design system
- Strategic Advertising and Management
- Data analysis
- Leadership and coaching

WORK EXPERIENCE

2010 - 2013 // TYA Vietnam Advertising Agency

Senior Multimedia Designer, Junior Creative Director

- Assist Creative Director in developing digital plan and artworks for advertising campaigns, online activities on forum and early stage of social network
- Design digital marketing, social media materials (graphic, web UI/UX and video).
- Established new social media team including Web developers, and Creative Designer, coordinate internal and external team to align with projects' timeline, budget

2014 - 2016 // Bold Communication

Digital Art Director

- Developing creative advertising campaigns and events for B2B and B2C clients
- Annual advertising, PR, CSR campaign planning for various product and service
- Participate with client service for annual digital media plan, budget allocation, brand-health measure, paid, owned, earned media metric.
- Focus on web design and digital communication. Increase web traffic and speed to improve visitor experience increase average session time up to 250%.
- Develop and training for Creative Team and Client Management/ Account team
- E-commerce and website-based CRM, ERP and Logistic deploy and integration
- Managed and allocate up to 2 bil VND campaigns / 6 bil VND annual budget

2016 - 2018 // RMIT Vietnam

Digital Transformation, XR-AR-Virtual Reality Project Coordinator

- Leading the team of 8 communication officers, designers, audio and visual technicians
- Coordinate the collaboration between Australian RMIT and other Australian collaborate such as Curtin university and RMIT Vietnam for Digital Transform project from traditional to online learning method. In charge of internal communication to lecturers, students during the learning environment improvement project.
- Maintain communication plan through traditional government media about digitization process applied in education at RMIT Vietnam.
- Lead process of redesign brand guideline, website redesign and learning digital materials (website, interactive videos, gamification), accessibility standard qualification (Low vision and hearing problem students).
- Promoting Accessible / Equality campaign in education environment. Engage learning website, social traffic portal to 250%
- Collaborate with lecturers and researchers to produce and transform from to digital Learning materials for 24 pilot courses.
- Develop SOP and qualification criteria of courses' digitization and integration to e-Learning system.
- Tutor for Virtual reality course for School of communication - media design, recruiting activities for new high school and connect Last year students to industries
- Develop and setup VR & Media Studio equipments and communication plan to promote VR & Media Studio. Raise awareness and global collaboration RMIT Vietnam about eXtended reality, STEM development with 8 bil. VND

2019 - 2020 // Van Lang University Vietnam

XR-AR-Virtual Reality Lab Project Director – Student recruitment Communication

- **Lab Development & Strategy**
 - Spearheaded end-to-end planning and execution of the XR Lab, including **hardware/software procurement, interior design, and budget allocation** (\$100,000).

- Curated cutting-edge tools (e.g., Unity3D, Meta Quest, ARCore) to support interdisciplinary projects in **architecture, game design, and STEM education**.
- **Student Recruitment & Outreach**
 - Designed and implemented a **360° communication plan** to attract top talent across majors (Architecture, Game Design, IT):
 - Organized **offline activations** (student fairs, demo days) showcasing XR applications.
 - Leveraged **university portals, forums, and social media** to amplify engagement (resulting in 60% increase in lab applications).
- **Applied Research & Partnerships**
 - Directed the development of an **AR-enhanced flashcard series for children (6+)** to revolutionize STEM learning, adopted by Tam Tri Luc STEM Education center.
 - Collaborated with Japanese architecture on **VR-based architectural visualization research**, bridging art and technology.
- **Leadership & Impact**
 - Mentored a team of 20 students and 10 researchers in XR project development.
 - Elevated the lab's reputation as a regional hub for immersive tech, securing 20,000 grants/partnerships.

2021 - 2023 // Diag Vietnam Digital Diagnostics Laboratory

Creative Lead – Marketing Manager for Diagnose Panels

At the very beginning day of 2021 pandemic, I started positions with healthcare industry. Led data-driven marketing strategies for diagnostic test packages, combining FMCG-style sales analytics with public health awareness campaigns.

1. Data-Driven Product Development

- Analysed **sales performance** (via Salesforce, ERP) and market trends to design **tailored diagnostic packages** (e single-test HPV/Covid panels), increasing uptake by **30%**.
- Translated sales insights into **demand-driven health products**, aligning with regional disease prevalence (e.g., HPV testing for women 25–45, Company B2B annual health check panels).

2. Public Health Campaigns

- Developed **mass-awareness campaigns** on disease risks (HPV, Covid, diabetes), leveraging:
 - **Digital channels**: social media, targeted ads (reached 700k million impressions).
 - **Community partnerships**: Collaborated with clinics/NGOs to amplify messaging.
 - **Educational content**: Simplified medical jargon into actionable insights (e.g., “HPV-It’s not that”).
- **Health sector Expert KOLs Partnership & Negotiation**
 - Collaboration with 20+ health sector influ experts (doctors, nutritionist, family and kid influencers)
 - Negotiated **partnership agreements** with KOLs for long-term collaborations, balancing scientific rigor with public engagement goals.
 - Cross-Sector Stakeholder Alignment with legalised requirement in health sector advertising: Bridged gaps between **clinical experts, marketing teams, and policymakers** to align messaging (e.g., adapted WHO guidelines into digestible social media content).

3. Performance Optimization

- Created **monthly dashboards** (Power BI/Tableau) tracking KPIs:
 - Test package adoption rates, campaign ROI, patient demographics.
- Used insights to refine campaigns (e.g., shifted focus to **at-home Covid tests** during surges).

- Managing budget and planning for Media Advertising

4. Cross-Functional Collaboration

- Bridged **marketing, sales, and lab teams** to ensure campaigns aligned with testing capacity.
- Trained team of 8 on data tools (Salesforce, ERP) to standardize reporting.

2024 – now // Amorislab Education Vietnam – Helia Education AI for internation program

1. Marketing Campaign Development & Budgeting

- **Strategy:** Designed and executed **performance-driven campaigns** to acquire students and tutors globally, targeting IB/AP/IGCSE markets.
- **Budget Optimization:** Managed a **\$30,000 annual budget**, allocating resources across paid ads (Google, Meta), influencer collaborations, and SEO, achieving a **30% reduction in CAC (Customer Acquisition Cost)**.
- **Influencer & KOL Partnerships on Social (Reddit, X, Threads):**
 - Onboarded **30+ high-achieving tutors and "success student" influencers** to create authentic testimonials and study guides.
 - Launched a **"Top Tutor Spotlight" series**, increasing tutor sign-ups by **42%**.
- **Content Marketing:** Produced **AI-powered personalized learning guides** (e.g., "How to Ace IB Math with AI"), driving **X,000+ platform sign-ups**.

2. AI Integration & Tutor Empowerment

- **Product-Marketing Synergy:** Worked with tech teams to integrate **generative AI (Helia AI)** into the LMS, enabling:
 - **Automated course-building tools** for tutors (e.g., AI lesson plan generators).
 - **Personalized student learning paths** using predictive analytics.
- **Tutor Coaching Program:** Developed a **certified "AI-Accelerated Teaching" training program**, upskilling **50+ tutors** to leverage AI for:
 - Dynamic quiz generation.
 - Real-time student progress tracking.
- **Future-Ready Learning:** Partnered with academic influencers to promote **"AI Literacy" webinars**, positioning the platform as a pioneer in **next-gen education**.

3. Data-Driven Growth & Reporting

- **Tools:** Leveraged **Google Analytics, HubSpot, and LMS-native dashboards** to track:
 - Student engagement (e.g., course completion rates improved by **30%** post-AI integration).
 - ROI of influencer campaigns (e.g., **\$3 earned for every \$1 spent** on student success stories).