

NBS Focus Point in Ho Chi Minh City



Panellist:
Mr Son Pham
Managing Director
We Jelly

Experience

We Jelly is a bright, creative technology agency based in the heart of Sai Gon, Vietnam. We are a young, hard-working technology team and are always willing to help with your technology needs. Our strengths lie in offering a personal, friendly service, producing outstanding pieces of product for a wide range of clients. I am responsible for developing business and project management for We Jelly. Working with clients to develop digital solutions and help them to execute the digital plan as well as develop digital assets. During the first 10 months of the business, We Jelly works on more than 30 projects and helps brands to communicate effectively with their customers in Digital channels. Served clients: Abbott Nutrition, Golden Digital, Isuzu, Creative Station, Ricon, ADK, ACB Commercial Bank, EVN, PVN, Masso Group, etc. With ACB - WIN Project, We Jelly's solution help the bank achieved "Best Employee Engagement Initiative in 2017" from The Asian Banker

Prior to this, I was the Business Development Manager of Joiha company. I am responsible for leading business of Joiha; developing marketing and online communication plan; expanding and control the international market; and planning and executing e-commerce solution for Jelly Key. I am involved in making Jelly Key a top of player in their market. Contributed 100,000 USD in revenue in 2016; 300,000 USD in revenue in 2017; and 50,000 USD in first quarter of 2018

I was also the Assistant Brand Manager at Abbott. As an Assistant Brand Manager, I managed both Above the line and Below the line activities. Together with Similac's brand team, I ensured the top position of Similac in nutrition markets. Other than that, I was in Client Services – Retail Measurement at Nielsen. Prior to that, I was the Marketing Executive at Springfield Park District where I collaborated with Pasfield Golf Course's Director to develop marketing material for all of Springfield - Park District's Golf Courses. I designed brochure to promote golf business section. I planned and managed social media channel of Springfield Park District's Golf Courses.

I was also the Marketing Coordinator of Pfizer where I collaborated with marketing/ sales team to develop tactics for both selling in and selling out activities. I served as the key player in internal training meeting; engaged and developed following up part of Retail Kantar Health training. I evaluated performance of the Viagra promotion pilot program and designed symposium survey for local use. Before this, I was a Devoted Coach at TGM Corporation in which I coached and supported living skills for 100+ people from ages 13-25. I also served as Program Director for the "I'm Gifted, So You Are" course in August 2011, and held a one-month-long internal training for co-workers. Other than that, I used "The way to happiness" as a key training material and served as board member of "Coach Award" ceremony, contributed to development implementation of events.

Education

- Education University of Illinois Springfield
Bachelor of Business Administration (BBA), Business Administration, Marketing Concentration (2011 - 2014)
- Ho Chi Minh University of Technology, Vietnam National University
Bachelor's degree, Business Administration · (2009 – 2011)