

NGOC AN (ANORA) HOANG

MARKETING EXECUTIVE – BRAND & PARTNERSHIP

📍 Ho Chi Minh City, Vietnam

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🌐 Portfolio: anorahoang.site

EXPERIENCE

Marketing Executive – Brand & Partnership | Miele Honey / Duy Anh Bee | April 2024 – Sep 2026

Coordinate brand-aligned content direction, monthly allocation and execution across Product, Lifestyle, Seasonal and Commercial themes.

Coordinated content planning and execution during a period when the Facebook account recorded **4.1M views, 1.4M viewers and 30.6K link clicks (+70.9%) from Sep 2025 to Sep 2026.**

Main PIC for KOC/KOL and affiliate operations, including creator sourcing, outreach, coordination and follow-up.

Built a tracking workflow covering 1.182 creators searched/contacted and 54 repeat collaborators.

Supported affiliate operations as monthly creator-led GMV grew **from 93.9M to 1.39B VND and CTOR improved from 1.74% to 3.04%.**

Coordinate partnerships and support brand activations, events and product displays.

E-commerce Executive | AYUMI Cosmetics | Nov 2022 – Jan 2024

Operated e-commerce stores, monitored performance and managed product and customer updates.

Supported social content and TikTok video production.

Content Marketing – Part-time | GIA Clinic | Oct 2022 – Jan 2023

Planned monthly content and produced social posts and reports.

Field Auditor | NielsenIQ Vietnam | May 2022 – Sep 2022

Collected and checked retail data according to project requirements.

EDUCATION

Bachelor of Marketing • Ton Duc Thang University | 2019 – 2023

ABOUT ME

Marketing Executive with 3.5+ years of experience across brand, content, creator partnerships and e-commerce. Looking to grow further in Brand & Partnership by connecting creative ideas with practical business results.

CORE CAPABILITIES

- Brand Content Coordination
- Content Planning
- KOC/KOL & Affiliate
- Partnership Coordination
- Brand Activation
- E-commerce
- Basic Video Editing
- Social Asset Adaptation

TOOLS

- Canva
- CapCut
- Google Workspace
- Microsoft Office
- Meta Business Suite
- AI-assisted Tools