

Phan Ta Duong (Mr.)

Sathorn, Bangkok, Thailand | Non-Immigrant B Visa | phantaduong121@gmail.com | +66995956106
Business Development | Account Specialist | Account Management

PROFESSIONAL SUMMARY

Account Management professional with **4+ years of experience** managing **500+ SMB** accounts and driving growth across e-Commerce, Retail, FMCG, Travel, F&B, and other industries. Proven track record of growing a **\$1.6M–\$4M portfolio by 18% through customer retention**, revenue expansion, stakeholder management, and data-driven growth strategies.

EXPERIENCE

TDCX THAILAND – META PROJECT

Bangkok, Thailand

Account Specialist – SMB Marketing Pro – Vietnamese Market

Sep 2024 - Present

- Managed **500+ SMB accounts** (100+ monthly) across e-Commerce, Retail, FMCG, Travel, F&B, Healthcare, and Property sectors by inbound/outbound calls, texts and follow up emails
- Led **QBRs and stakeholder engagements** to drive customer retention, adoption, and revenue growth.
- Leveraged **Meta CRM, Meta AI Sales Assistant, ChatGPT, Claude AI, and analytics tools** to optimize account performance at scale.
- Identified **upsell, cross-sell, and budget expansion opportunities** through data-driven account consulting.
- Proactively mitigated **churn risks** through account health monitoring and strategic intervention.
- Delivered **18% revenue growth and 110% Attributed Revenue** across a **\$1.6M–\$4M portfolio** in 2025 - 2026.
- Recognized with **Top Quality Q3-2025, Starlight Q2-2025, and multiple Team Star Performer awards**.

OMVERSE – MARTECH AGENCY

Ho Chi Minh City, Vietnam

Senior Account Executive – MMP tool

Nov 2023 – Sep 2024

- Managed **6 key enterprise accounts with QTD revenue around \$25k - \$50k**, serving as the primary contact for client growth, retention, and Martech solution adoption.
- Drove strategic partnerships with **3 leading Martech platforms (Airbridge, AppsFlyer, WebEngage)** to expand business opportunities and product offerings.
- Led multi-channel marketing initiatives across **events, partnerships, content, and digital channels** to increase pipeline generation and brand visibility.
- Utilized customer insights and market intelligence to optimize campaign performance, improve client outcomes, and support revenue growth.

MIDEA GROUP VIETNAM

Ho Chi Minh City, Vietnam

Marketing Specialist

Mar 2022 – Oct 2023

- Managed cross-functional marketing and retail projects, coordinating internal teams, agencies, and partners to deliver brand growth initiatives across multiple channels.
- Led execution of **10 large-scale customer events (100–300 attendees)**, overseeing planning, stakeholder alignment, budgeting, and end-to-end project delivery.
- Drove retail expansion and product launch initiatives, establishing **6 branded Goldshops** and leading the **V8 Air Conditioner launch campaign**.
- Managed vendor partnerships, campaign investments, and performance tracking to maximize business impact and operational efficiency.
- Awarded **Staff of the Year 2022** among **200 employees** for outstanding project delivery and business contribution.

EDUCATION

UNIVERSITY OF ECONOMICS HCMC (UEH)

Ho Chi Minh City, Vietnam

International Business, GPA: 8.16/10

August 2018 – March 2022

CORE SKILLS

Skills: Project Management | Account Management | Business Development | Objection Handling | Customer Service | Digital Marketing | B2B Marketing | Quality Assurance

Languages & Certifications:
Vietnamese (Native) | English (EF SET Certificate /C1 Advanced) | Korean (Beginner) | CU-BEST (GMAT Certified from Chulalongkorn University – 134/400) | Meta Certified Media Planning Professional