

JENNY VAN-HUONG NGUYEN

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I am a strategic thinker, planner and experienced marketer specialised in strategy, growth, and customer experience in B2C, B2B and B2B2C. With over a decade of developing and managing strategic business plans and execution for businesses across Asia Pacific, my approach to strategy is grounded in a customer-first mindset, data-driven foundation and experience-led decision making. I'm well-versed in communicating strategies and aligning strategic initiatives with operational priorities, coaching and developing high-performing teams. Having worked in multiracial countries such as Singapore and New Zealand, I am appreciative of people inclusion, highly adaptable in a diverse team, yet effective in communicating my unique perspective to different stakeholders to contribute to the strategic and operational considerations.

I would now like to secure a board role where I can contribute my skills and experience to the growth and governance of an organization.

SKILLS

- Strategy development and implementation
- Commercial analysis, strategic thinking and planning
- Marketing, branding, storytelling, media and communications
- Stakeholder management and engagement
- Relationship and community building
- Programme and change management
- Budget planning and management
- Team leadership: hiring, coaching and talent development

WORK EXPERIENCE

SCHNEIDER ELECTRIC

Acting Senior Director, Strategy & Marketing, Asia Pacific

Dec 21 – May 22

Strategic Marketing Manager, Asia Pacific

Jul 21 – Present

Digital Marketing Manager, Pacific Zone

Feb 19 – Jul 21

- Various roles and promotions across New Zealand, Pacific and Asia Pacific business
- Strategy and marketing planning for Process Automation (PA) APAC and global
- Lead regional marketing strategy and activities for the digital transformation consulting team. Develop value proposition, marketing assets, sales enablement, events, and lead generation
- Develop and execute value proposition and thought leadership for sustainability, digitalisation for segments: Energy & Chemicals, Water & Wastewater, Consumer Packaged Goods
- Design and drive sales engagement, and account-based marketing (ABM)
- Work with global and zone strategy teams to maintain strong regional market intelligence
- Monitor campaign performance, effectiveness and drive continuous improvement in sales & marketing collaboration
- Manage and monitor budget performance across various countries
- Develop thought leadership for global executive leaders
- **Achievement**
 - Transforming Leadership 2023 (by INSEAD)
 - Transformational Award 2022
 - Emerging Leaders Programme (2022) & Building Great Leaders (2023)
 - Consumer campaign "Masterpiece" won Bronze in the 2019 NZ Direct Marketing Awards: [Masterpiece – 2019 NZDM Awards](#)

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AUCKLAND LIVE / AUCKLAND COUNCIL

May 16 – Feb 19

Digital and Marketing Manager

- First digital leadership role hired to set up a digital team x 4 digital specialists
- Developed the customer experience strategy, including Net Promoter Score (NPS), customer feedback, and market research
- Oversaw the digital strategy including growth, tools, and product roadmaps. Established the strategic direction for Auckland Live's online presence
- Oversaw content creation and digital marketing for search, SEO, SEM, social media, digital display, partnership, influencer, and remarketing, delivered to different customer segments
- Oversaw the growth of digital channels i.e. e-commerce, website, social media, EDM database, online news, and digital screens
- Established the strategic direction for Auckland Live's online presence. Responsible for building the brand on digital platforms eg Google Maps, TripAdvisor, Yelp. etc
- Coached and trained teams on branding, digital best practices, content, social media, and copywriting
- Managed relationships with internal and external stakeholders, agencies and partners.
- Supported other Business Units under Auckland Unlimited i.e. Auckland Zoo, Auckland Art Gallery, Auckland Stadiums, and Auckland Conventions.
- **Key projects**
 - Launched the new aucklandlive.co.nz in Aug 2016
 - Launched the roll-out of 60+ digital screens across 4 venues
 - Managed the creation of 3D and accessibility virtual tours across 4 venues.
 - Led NZ promotions for Adele, Justin Bieber, Matilda the Musical, Guns N' Roses, Ed Sheeran...
 - Presented at the 2017 National Digital Forum, Wellington, "Digital as a Virtual Stage of Performing Arts"

TBWA \ DIGITAL ARTS NETWORK GLOBAL & OTHER AGENCIES IN NEW ZEALAND AND SINGAPORE

Dec 08 – May 16

Senior Digital Producer, Account Director

- 8 years of account management, project and production management in agencies in Singapore and New Zealand.
- Managed stakeholder engagement, communications, and reporting.
Managed client relationships and represented the agencies in delivering creative and digital work
- Led creative, digital, marketing communications, e-commerce, and product development for regional and global clients, including campaign, product launches, promotion, and optimisation
- Delivered digital marketing activities and projects, including paid ads, search and display, programmatic, social media, influencers engagement, email marketing, user experience, user research, web, and app build, and interactive activation
- Managed account P&L, scope, budget, timeline, resources, risks, and digital communications
- Established processes, agency books and rate card for key accounts
- Managed teams of account executives, junior digital producers, interns, in-house designers and developers, freelancers and external vendors, and outsourced teams in India (team of 5) and Vietnam (team of 10)
- **Key clients:** AA Insurance, ANZ Bank, Auckland Airport, Belvedere Vodka (global), Canon (APAC), Glaxo Smith Kline, Fuji Xerox (APAC), Great Eastern Life, Nissan (global), Singapore Airlines (global), Sony (APAC), Tourism New Zealand (global). Toyota (APAC), and Watsons.

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VOLUNTEER EXPERIENCE

<i>Alumni Mentor</i> , Smart Seeds (smartseeds.org)	2018
<i>Advisor</i> , Centre for Innovation and Entrepreneurship, University of Auckland	2017
<i>Co-founder and Editor</i> , Inspiring Youths Vietnam	2010 – 2017
<i>Board Member</i> , Singapore Geek Girls	2012 – 2015
<i>Board Member / Vice Secretary</i> , Singapore Contemporary Young Artists	2008 – 2010

EDUCATION & PROFESSIONAL CERTIFICATIONS

AUCKLAND UNIVERSITY OF TECHNOLOGY – <i>Master Cert. in Communications</i>	Mar 17 – June 20
NATIONAL UNIVERSITY OF SINGAPORE – <i>Bachelor of Computing</i>	Aug 05 – Dec 08
Project Management PRINCE2®	Apr 16

PROFICIENCY

Microsoft Office Suite, Adobe Creative Suite, Google Marketing Platform, Marketo, Salesforce, and SAP