

Business School Graduate Online Marketing Manager

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Date of birth : 22 juin 1979 (27 years)
Place of birth : Etterbeek
Nationality : Belgian
Statut : Single

Objectives

An E-marketing position in an international environment where online marketing experiences can improve efficiency and enhance profitability – that role includes marketing budget responsibility and people management.

Work experiences

Cumulative experience : 4 years

Dec. 2006
- Present

STAPLES/JPG – Staples Inc. | Brussels
Online Marketing Manager [Belgium & Germany]



Objectives :

Responsible of the online marketing budget for STAPLES GERMANY & JPG BELGIUM through the management of a team of 5 people.

Missions :

- Team management: coordinate content management process, e-mail newsletter processes, online marketing actions (affiliate marketing, Search Engine Marketing, e-mail marketing, Search Engine Optimization).
- Manage, motivate and facilitate team members
- Planning of online marketing actions in close cooperation with Marketing and Merchandising
- Online marketing budget responsibility
- Reporting and analysis of online marketing actions
- Research and implementation new online marketing trends and actions
- Internal and external advocate of E-commerce thinking
- Coordinate new web site developments in close cooperation with the Development Team
- Supplier management (challenge, negotiate,...)

Oct. 2005
- Oct. 2006

EXPEDIA – Expedia Inc. Group | Paris
Online Marketing Project Leader



Expedia.com®

Objectives :

Set up media plans, following and optimization of online advertising campaigns in order to develop the brands and the websites of Expedia Group in France.

Drive interactive agencies and advertising agencies and insure the cohesion of communication plan of Anyway.com and Expedia.fr and the improvement of marketing campaigns for maximum ROI.

Relay actions and make strong recommendations on international markets and develop synergies across different countries by leveraging learnings across markets.

Missions :

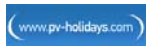
- **Affiliates marketing** : Managing affiliates program for Expedia.fr and Anyway.com – platform Cibleclick and Commission Junction – sweepstakes relay for viral games and incentives – keywords affiliates – contract – organization of european meeting with Expedia international counterparts.
- **Online partnerships** : Account manager France (MSN, Trip Advisor)
- Project Leader of the **website animation planning** for Expedia.fr et Anyway.com
- **Weblogs** : Management of the blogs-de-voyage.fr platform (sweepstakes, PR events, affiliates, advertising, communities)
- **Domain names management**
- **Reporting** : Set-up of scorecard and weekly analysis of key performance indicators (KPI) – web analytics
- **Graphical campaigns** : Briefing for creatives (banners, ...), online media planning.

ANYWAY.com
The way to travel in business

Jan. 2005
- Sep. 2005

PIERRE&VACANCES – Pierre & Vacances Group | Paris

Online Marketing Executive



Pierre & Vacances



Objectives : increase qualified traffic with Profit & Loss (P&L) approach and develop online visibility for the 5 websites of the group on different markets: Pierre&Vacances, Maeva, Latitudes, Résidences-MGM and Pierre&Vacances City.

Missions : defining traffic building plan and piloting all traffic actions on the French and international websites :

- **Affiliates marketing** : Set-up of the affiliates platform, First Coffee (Zanox) and TradeDoubler UK – Animation, evolution et optimization : affiliates challenges. Managing direct affiliates. XML Feeds.
- **Search Engine Optimization** : dynamic optimization of templates code (balises META, ...), URL Rewriting, building of lexical pages, link building (internal & external), positioning audit, ...
- **Search Engine Marketing** : Sponsored links management on OVERTURE (FR/UK), GOOGLE ADWORDS (FR/UK), ESPOTTING (FR/UK) & MIRAGO (UK): bidding & adcopy optimization and extending of the keywords base (+ 10.000).
- **Webtracking** : Reporting and traffic analysis. Implementation of a detailed tracking methodology. Scorecard of web activity.
- **Webmarketing strategy** : Defining strategic axes of business leveraging of the web activity. Planning and set-up of the webmarketing strategy.
- **Online partnerships** : Manage and animation of direct partnerships : ffgolf.org, avoriaz.com, ... Interface with Tourism Office. Relationship management with diverse agencies and partners : NEODIA, KELKOO, ADVISE MEDIA, WANADOO, AOL, ...
- **Sweepstakes / Viral marketing** : organization of sweepstakes operations with Okaidi and Bata.

Jan. 2004
- Dec. 2004

FINAREF (credit institution) – Credit Agricole Group S.A. | Lille

E-commerce Specialist



Objectives :

Study and suggestion of qualitative improvements of the existing online financial services and development of new services and functionalities.

Missions : Benchmarking of competitors 'credit institution's Website. Analysis of online preacceptance of credit request, Webtracking and net surfer's behaviour. Research on ergonomics and on search engine optimization (SEO). Anti-phishing project. FAQ (XML) Project. Affiliates marketing.

Oct. 2003
- Dec. 2003

FRANCE TELECOM & COFINOGA (credit institution) - Lafayette Services Group (LASER) | Lille

Consultant for the VIP Mailing Project (Variable Information Printing). Tests of the mailing's customizing advantages. Analysis, research, tests, recommendations in partnerships with NEOMARKETING (relationship marketing agency) and MOORE WALLACE. « Zenitude Card » Project.



Jun 2003
- Sep. 2003

E-MAIL MARKETING AGENCIES – THEPUSH.BE / LUON / DYNAMICZ / DEEPBLUEEYES.NET / BRIDGES (B2B) | Brussels

Email marketing analyst

Analysis, optimization and follow-up of e-mail marketing acquisition campaigns in Belgium (BIZZ MAGAZINE) and loyalty campaigns in Europe (SONY EUROPE). Recommendations for an effective newsletter. A/B testing methods

Sep. 2002
- Jun 2003

TKS (sales agency in the furniture sector) | Brussels

Webmarketer

Coordination of the online and offline marketing activities (multi-canal approach). Teamwork with 9 people. Recommendations and design of the website with PHP-MySQL programming.

Jul. 2001
- Aug 2001

DEUTSCHE BANK – Deutsche Bank Group | Brussels

Financial Analyst Assistant



Analysis and interpretation of balance sheets (« Accounting » service).

Jul. 2000
- Aug 2000

WINTERTHUR EUROPE INSURANCES – Credit Suisse Group (CSG) | Brussels

Data analyst



Data Management with the IRIS program (« Special Management » service). Teamwork with 5 people.

Education

2003-2004 **Masters Degree in Direct Marketing and Electronic Commerce** at Lille Graduate School of Management.



Professional thesis: « **Impact of new technologies on the relationship marketing in the financial services sector** ».

Analysis of the net surfer's behaviour. Webtracking. Prospection and loyalty process of the Web user. Optimization of online financial products' selling and traffic building on the Website. Ergonomics.

1999-2003 **Masters degree in Economics** at Université Libre de Bruxelles (ULB) (Major business-finance)



End-of-year dissertation: « **E-mailing as a tool for customer loyalty** ».

This end-of-year dissertation puts on display the procedures guiding the customer through the different phases of the loyalty with the e-mailing method. Follow-up of an e-mailing campaign, results measures, efficient newsletter. Collaboration with e-mail marketing agencies.

Computer skills :

- *Emailing campaign tools* : NEOLANE, EXPRESS-MAILING,
 - *Web analytics tools* : WEBTRENDS, INSIGHT XE (REALMEDIA), OMNITURE, IONVIEW, XITI, UCATCHIT.
 - *Statistical tools* : SAS, E-VIEWS, SPAD, MATLAB,
 - *Pack Office et Web tools* : HTML, PHOTOSHOP, DREAMWEAVER, FIREWORKS
- SAS Certificate "Business Intelligence & CRM" (2004)

Language :

French : mother tongue

English : spoken (good), written (good), read (good)

Dutch : spoken (average), written (good), read (good)

Vietnamese : spoken (good), written (average), read (average)

Useful skills

- Experience of managing communication and media agencies
- Experience of managing costs and budgets
- Experience of designing and managing direct acquisition campaigns on line
- Experience in an international environment
- Strong project management experience
- People management
- Result driven
- Presentation skills

Center of interests

- Co-founder of a professional collaborative weblog on e-marketing news (since 2004): <http://emarketing.typepad.com>
- 2002-2003: **BESCO** (Economics Students office) - Volunteer work as « **Internet** » delegate
Webmaster of the website <http://www.besco-ulb.be/besco/> and organization of various events (conferences & student's parties).
- Strategic games: chess, go, scrabble (competitions)
- Asian culture (Japan, China, Vietnam).
- Sports: squash, badminton, ping-pong.
- Web culture