

Tram Anh Le Thi

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PROFILE

Product Marketing Manager with 6 years of experience translating customer insight, competitive intelligence, and performance data into high-impact GTM strategies. Proven track record leading concept-to-launch initiatives across multiple product categories, building value propositions and positioning frameworks that drive commercial outcomes. Experienced moderating customer research, building competitive monitoring systems, and enabling commercial teams with structured playbooks and briefing materials. MSc Marketing, First Class Honours. TechIreland's National AI Challenge 2025 Finalist - built full GTM strategy for a B2B AI startup including ICP, competitive landscape, positioning, and pricing recommendation.

KEY SKILLS

GTM Strategy & Product Launch: Concept-to-launch ownership, positioning frameworks, launch coordination across Product, Sales, and Commercial teams

Positioning & Messaging: Buyer persona development, ICP definition, value proposition design, competitive differentiation

Market & Competitive Intelligence: Ongoing competitor monitoring (pricing, messaging, promotions), win/loss analysis, executive-level insight briefs

Customer Research: Focus group moderation, concept testing, UNA, questionnaire design, research-to-recommendation translation

Sales Enablement: Sales toolkits, channel playbooks, outlet-level execution guidelines, POSM briefing and coordination

Data Analytics: Advanced Excel (PowerQuery, PivotTables), Power BI, Intermediate SQL, Python, Machine Learning pipelines

Languages: English (fluent), Vietnamese (native)

CAREER EXPERIENCE

Acting Product Marketing Manager | Kimberly-Clark, Vietnam

Feb 2023 – Jul 2024

Managed 3 subcategories under KOTEX - a leading global feminine care brand

- Led concept-to-launch of 3 major product innovations - owned the full GTM cycle from consumer research and positioning through pricing, packaging, claims development, and go-to-market execution; product line represented 75% of brand value sales, contributing to +8% sales growth
- Built and maintained a monthly competitive intelligence tracker covering competitor pricing, promotions, target audience shifts, and channel strategy; synthesized findings into executive-ready briefs and proposed counter-activation plans adopted by leadership
- Moderated consumer focus groups and concept tests end-to-end - designed research objectives, questionnaires, and group dynamics; facilitated sessions and delivered final insight reports that informed positioning decisions across product launches and rebrands
- Developed sales toolkits, channel playbooks, and outlet-level display guidelines used by the Sales and Trade Marketing teams to brief retail customers and execute in-store activation across the product portfolio
- Consolidated campaign performance, market data, and media ROI into annual business reviews; proposed and won a 20% budget reallocation toward higher-performing channels, supporting acquisition of 30,000 net new customers
- Managed \$1M+ annual media investment across Google, Meta, TikTok, TV, and OOH - challenged agency recommendations using weekly CTR and performance data, achieving 14% CTR against an 8–11% industry benchmark
- Built Power BI dashboard and budget tracking system, reducing financial reconciliation errors by 35%; delivered monthly and end-of-campaign performance reports to senior leadership
- Recognized with YouTube Works Vietnam Award, MMA Vietnam & APAC Award 2023, and Best Employee of the Year 2023

Assistant Product Marketing Manager | Masan Consumer, Vietnam

Oct 2021 – Jan 2023

Managed Vietnam's #1 and #2 soy sauce brands

- Led customer and market research to identify positioning gaps for a premium segment launch - moderated focus groups, ran concept and product tests, translated findings into GTM recommendations that increased brand preference 9.5%
- Developed competitive and channel playbooks with Trade Marketing, aligning promotions, pricing ladders, and in-store execution to win share; contributed to +1.3% market share gain
- Contracted and managed 50+ TikTok, Instagram, and YouTube creators directly - evaluated content fit, negotiated fees, tracked delivery, and reported on engagement outcomes, growing brand visibility 25% among Gen Z
- Partnered with Sales to design a nationwide activation programme, producing outlet-level guidelines and toolkits that boosted product adoption by 15%

Previous Role: Brand Executive, TH Food Chain, Vietnam (Jul 2018 – Oct 2021) - led GTM launch of a new dairy category (8 SKUs); delivered 27% sales growth; recognized as most successful new liquid milk innovation of 2020 (Nielsen report)

Marketing Coordinator | UCD Smurfit Careers Network, Dublin

Sep 2024 – Present

- Acquired 225+ industry partners through structured outbound prospecting (email and LinkedIn), managing each opportunity from cold contact through to signed commitment - 32.5% conversion rate against defined acquisition targets
- Secured OpenAI sponsorship independently - identified opportunity, built the pitch, and closed the partnership (Sora and DALL-E credits for 50 students plus ongoing strategic relationship)
- Delivered 167 events and webinars (5,000+ attendees, 175 speakers, 40+ employer partners) - owned end-to-end planning, stakeholder coordination, and post-event analysis; standardized playbooks reducing prep time 30%
- Built integrated multi-channel marketing plan across email, social, and on-site channels; improved audience engagement 85% YoY and email open rates 120%; created all assets using Canva, Adobe, and AI tools

EDUCATION

MSc Marketing - First Class Honours (1:1)

Sep 2024 – Sep 2025

UCD Smurfit Graduate Business School, Dublin, Ireland

- Built a machine learning pipeline for customer segmentation using K-Means clustering and Random Forest classification to predict new customer segments with 0.88 precision - informing persona design and GTM targeting

BA Finance & Banking - Grade 2:1

Sep 2014 – Jul 2018

Foreign Trade University, Hanoi, Vietnam

OTHER INFORMATION

Awards: Top 7 TechIreland National AI Challenge 2025 (developed full GTM strategy for AIMA, a B2B industrial AI startup - ICP, competitive landscape, positioning framework, and pricing recommendation); 2nd runner-up UCD Smurfit Case Competition 2025; 1st runner-up UCD Smurfit Advertising Night 2025

Certifications: Google Ads (certified); Google Analytics; AI Fluency: Framework & Foundations (Anthropic); HubSpot Sales Hub (in progress)

Public speaking: Active member, UCD Toastmasters Club

Sport: Tennis, hiking (recently climbed Carrauntoohil, Ireland's highest mountain)