

Contact

www.linkedin.com/in/imtramanh
(LinkedIn)
tramanhlethi.com/ (Personal)

Top Skills

Artificial Intelligence (AI)
Big Data
Machine Learning

Languages

Spanish (Elementary)
English (Professional Working)
Vietnamese (Native or Bilingual)

Certifications

TOEIC
Cultural Intelligence Masterclass
Certificate
Intermediate Python
Certificate of Completion: AI Fluency
Framework & Foundations

Honors-Awards

2nd runner-up UCD Smurfit Case
Competition 2025
1st runner-up Advertising Award
2025
UCD Advantage Award 2025
Best Employee Of Year 2023

Tram Anh Le Thi

Acting Product Marketing Manager | Marketing Coordinator @UCD
Smurfit Careers Network | MsC Marketing
Dublin, County Dublin, Ireland

Summary

Experience

I have spent 6 years in consumer goods turning insight into impact. At Kimberly-Clark Vietnam, I helped deliver award-winning Kotex campaigns and led product launches from concept to market, balancing creativity with data-driven decision making. Now at UCD Smurfit Careers Network, I use my marketing skills to spread the good work of our Careers Team, connecting alumni and students and linking companies with Smurfit talents.

Ambition

I love marketing because it sits where creativity and storytelling meet data. Every workday feels different - shaping ideas, making things beautiful, spreading positivity, and creating meaningful impact. I'm now aiming to grow in Product Marketing in tech, where research, analytics, and stories come together to build products people truly care about.

My personal brand

People who've worked with me describe me as resilient under pressure, easy to collaborate with, and endlessly curious. I learn fast, stay grounded, and bring structure to ambiguity. I'm a practical problem solver who focuses on outcomes, not noise and I try to make every project a little smarter and a little more human.

Experience

UCD Smurfit Careers Network
1 year 7 months

Marketing & Event Coordinator
June 2025 - Present (10 months)
Dublin

UCD Smurfit Careers Network is the team that helps students boost their employability and stay connected with alumni and employers. Our services include one-to-one career coaching, events and webinars, and a range of digital tools to support career development.

Since joining, I've been working on the communications side. We refreshed the brand identity and built a more integrated marketing plan for our services. The Careers Network team has always delivered exceptional support, and I'm glad I can help spread the word so more students know what's available to them.

Careers Network Representative

September 2024 - June 2025 (10 months)

Dublin, County Dublin, Ireland

Kimberly-Clark

Product Marketing Manager

February 2023 - July 2024 (1 year 6 months)

Ho Chi Minh City, Vietnam

* Achievement: Successfully relaunched KOTEX Maxcool French Spa & KOTEX Total Protection, contributing to 75% of KOTEX's value sales, while increasing KOTEX Maxcool French Spa's running rate by 25%.

KOTEX received Youtube Work Award 2023, MMA Award 2023 for being purposeful brand.

I was awarded Employee of the Year in 2023.

* Key Responsibilities:

- Product Development: Generated and vetted new product concepts through consumer research; partnered with R&D to build and test prototypes; led packaging design and user trials; collaborated with manufacturing (Mill team) to scale successful prototypes into production.
- Pricing Strategy: Devised pricing models that aligned with broader business objectives and market positioning to maximize revenue and profitability.
- Go-to-Market Campaigns: Planned and executed end-to-end launch programs-including above-the-line (iTVC, social video, music video) and below-the-line activations (sampling, on-site demos, channel events)-to drive awareness and adoption.
- Promotional Planning: Developed and implemented monthly promotions to counter competitive offers and achieve targeted sales goals.
- Reporting & Analysis: Built the annual marketing roadmap; conducted bimonthly reviews of Nielsen Retail Audit data to assess brand health and inform strategic recommendations.

Masan Consumer Holdings

Assistant Product Marketing Manager

October 2021 - January 2023 (1 year 4 months)

* Achievement:

- Relaunched Tam Thai Tu Soy sauce – the No.1 soy sauce brand in Vietnam market (50.9% Vol Shr Jun 2021).

- Launching new soy sauce generation – Tam Thai Tu Premium with 3 SKUs

*Responsibilities:

- Product Ideation & Development

Defined new product concepts and conducted user-insight research to validate feature requirements.

Partnered with R&D and engineering teams to iterate on prototypes that align with consumer preferences.

- Packaging & Design Briefing

Interpreted brand guidelines, technical specifications, and regulatory requirements to create a comprehensive creative brief.

Coordinated with external design agencies to finalize commercial-ready packaging assets.

- Go-to-market Communications:

Developed and rolled out multimedia launch campaigns, spanning high-impact video spots (TVC), digital ads, and social-media activations.

- Demand Generation & Promotion

Collaborated with sales and channel teams to architect and execute promotional programs that hit targeted revenue goals.

Monitored campaign performance metrics to optimize tactics in real time.

- Budget & Financial Management

Managed the end-to-end marketing budget, set product pricing, and controlled expenses to achieve financial KPIs.

TH Group - Food Chain

3 years 6 months

Brand Executive

April 2019 - December 2021 (2 years 9 months)

Vietnam

* Achievement: Successfully launched new category UHT milk of Dalatmilk Brand with 8 SKUs – the most successful NPD in liquid milk 2020.

* Responsibilities:

• Planning & Project Leading

- Directly contribute to Marketing Mix Plan (P-Product & P- Promotion)

- Plan Integrated marketing communication (IMC) for new launch and promotion campaign.
- Plan annual budget for marketing activity of assigned brand; monitor expenditure, allocate budget of each activity/campaign.
- Lead product innovation project by working closely with internal departments (Production, Purchasing, R&D, Sales Planning...) to ensure project is delivered successfully and on time.
- Execution:
 - ATL: Understand channels, media habits (Facebook, Youtube, OOH, Radio...) to select the right channel for target audience. Create or work with creative agencies to implement final content.
 - BTL: Directly work with Marketing Operation team to run Sampling, Activation, Public Event, Sponsorship...
- Report:
 - Follow up sales performance and take immediate action to meet sales objective.
 - Monitor market trends, competitor's activities through Retail Audit, Brand Health Check, desk research ... to propose effective counter measures.

Brand Officer

July 2018 - March 2019 (9 months)

* Achievement: Successfully launched new product TH true YOGURT - Coconut Flavor. Campaign Year End Promotion 2018 increased sales by xx% vs same period in 2017.

* Responsibilities:

- Execute promotion campaign:
 - Follow up with creative/activation/production agencies for preparation of materials & execution for each promotion campaign.
 - Update on status of on-going projects & reports to BM to have proper actions.
- New Product Launch:
 - Packaging: Assist BM in the development of new label design, work directly with packaging supplier to finalise commercial packages.
 - Promotion: Execute IMC plan (Internal launching, ATL, BTL activities...)
 - Prepare Sales toolkit (sales presenter, planogram, product information...)

Education

UCD Michael Smurfit Graduate Business School

Master of Science - MS, Marketing · (August 2024 - August 2025)

Foreign Trade University

Bachelor's degree, International Finance · (2014 - 2018)