

# NGUYỄN THIÊN PHÚC (JONATHAN)

- G R O W T H - M A R K E T I N G -

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📍 Ho Chi Minh, 700000, Vietnam

## ABOUT ME

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I will bring a bridge organisation from concept ideas to business growth and go to market that monetize and sustainable revenue.

## WORK EXPERIENCES

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### **KALA Network - Singapore**

Dec 2021 - Present

#### **Chief Growth Officer**

Work across teams and departments, fostering internal alignment and also focusing heavily on external marketing dynamics, customer needs and general buyer behaviour.

Planning and Executing phases

Growthack Marketing (120.000 Users after 100 days launching) -DAU 10%

Working with sponsors and B2B networking

Establishing Affiliate Marketing program

Recruit Community Managers/ KOL/ Brand Ambassadors

Building Community (Facebook, Telegram, Zalo)

Propose and execute crypto and NFT features

Pitching and Fundraising for the project

### **MetaPets / BBC /**

#### **Part time Advisor**

Whitepaper/ Pitchdeck advising

Tokenomic Advising

Partnership connection with crypto/ blockchain communities (CryotoLeak, HoldCoin, CoinF, Starpunk, TechLord, InfiGroup.. etc)

Represent projects to reach out VCs and backers

### **SUGA GROUP - Singapore**

Feb 2020 - Present

#### **Partnership Manager (Part-time)**

Collaborate with key partners (organizations, vendors & volunteers) to strengthen the quality of service by developing appropriate programs.

Planning, implementation and evaluation of programs and activities.

Plan outreach and communications to engage stakeholders before, during and after activities through online media and direct channels.

Conduct and generate outcome evaluations to measure program effectiveness and to enhance service quality and standards

Support in the production and distribution of publicity and outreach/training collaterals.

Network and build a strong collaborations with stakeholders and support fundraising initiatives.

Responsible for volunteer management, maintenance & managing volunteers database.

### **TRUSTPAY GROUP - Vietnam**

March 2021 - Dec 2021

#### **Project manager (Full-time)**

##### **Agile PM at Bitback ewallet project (<https://bitback.community/>)**

Propose and conduct project by related elements (time, cost, resource) - OKRs application

Project Risk assessment and Risk Control

Support and manage internal and ousource teams

Colab with stakeholders and deliver deliverables

Planning and Executing phases

Growthack Marketing (133.000 Users after 100 days launching) -DAU 20% - MAU 85%

Working with sponsors and B2B networking

Establishing Affiliate Marketing program

Recruit Community Managers/ KOL/ Brand Ambassadors

Building Community (Facebook, Telegram, Zalo)

Propose and execute crypto and NFT features

**Operational manager**

E-commerce Business  
 Branding and Marketing  
 Procedures and Managing System build  
 Operating in e-business including (supply chain, transportation and delivery, inventory, product processing)  
 Website and channel managing ( Wix, Shopify, Facebook, Instagram shopping, Ebay, Amazon, Etsy...)  
 Sale managing  
 Staffs assigning tasks and performance

**SafetyWorks Sdn Bhd (Brunei Darussalam)**

Oct 2015 - Feb 2018

**sr. OSHO**

Develop HSE Plans and procedures and ensures compliance with company standards/Local government regulations.  
 HSE Inspections, Audits, Accident/Incident reporting, Incident Investigation & Follow-up and HSE Report Including HSE Statistics & Weekly Status report.

**Alpha Energize Sdn Bhd (Malaysia)**

Feb 2015 - Oct 2015

**OSHO**

HSE Inspections, Audits, Accident/Incident reporting, Incident Investigation & Follow-up and HSE Report Including HSE Statistics & Weekly Status report.

**Mycron Steel Sdn Bhd (Malaysia)**

Aug 2014 - Nov 2014

**OSH Internee**

HSE Inspections, Audits, Accident/Incident reporting, Incident Investigation & Follow-up and HSE Report Including HSE Statistics & Weekly Status report.

**EDUCATION**

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**Fajar International College**

2012 - 2014

**Occupational safety and health**

Diploma in Occupational Safety Health – CGPA: 3.44/4

**SKILLS**

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Leadership and Management



Customer Service



Foreign languages



**REFERENCES**

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**Sir Picard Truong**

CEO - KALA Network  
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**Mr Nicholas Le**

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**Mr Micheal Inassi Dass**

HSE Manager - Mycron Steel SDN BHD  
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**Mr Minh Phan**

Brand Director - TRUSTPAYGROUP  
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**Mr Bill Truong**

CEO - SUGA GROUP  
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**Mr Brendan Ng Siang**

HSE Manager - SafetyWorks SDN BHD  
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**CERTIFICATES**

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**ISO 14001:2015; ISO/DIS 45001 OHSMS-R (July 2017)**

Internal Auditor ISO 14001:2015; ISO/DIS 45001 OHSMS-R

## INTERESTS

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Sharing and caring

Motivation others

Guitar playing

Trekking

Reading

Mind mapping

## LANGUAGES

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### Vietnamese

Native

### Bahasa Melayu

Basic communication

### English

Proficiency in professional business