Nguyen Cam Anh

Full-stack Marketer · F&B

Ho Chi Minh City

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PROFILE

Full-stack marketer with three years in F&B, from packaging and content to seasonal campaigns, in-store experience and gifting. Looking to bring craft, culture and gifting to a team taking Vietnamese products to the world.

EXPERIENCE

❖ **Full-stack Marketer - Lam Yên** ..... Feb 2024 – Sep 2026

Full-time · A Hanoi brand of creative sweets made with cốm (young green rice)

Also part-time**: Operations Assistant** to the Brand Owner and **Visual Merchandiser**

- Worked directly with the brand owner on concept, content, campaigns and in-store experience.
- Renewed the packaging and brand image.
- Built the daily "making" content approach and brand voice.
- Worked on three Mid-Autumn campaigns (2024–2026), the Mochi launch and the first store.
- Designed the in-store experience and displays.
- Contributed ideas on operational solutions.

❖ **Marketing Specialist - Mono Coffee Lab** ..... May – Oct 2025

Project-based · A Hanoi coffee chain

- Produced product photography.
- Designed in-store touchpoints.
- Worked on the Summer Brunch launch.

❖ **Marketing Assistant - Golden Gate JSC** ..... Mar – Jul 2024

Contract · A multi-brand operator in Vietnam's restaurant chain industry

- Marketing proposals, brand strategy frameworks and launch plans for Japanese brands.
- Video content and editing guidelines.

❖ **Marketing Executive & In-house Photographer - Indochine House** .....Aug 2023 – Feb 2024

Full-time · A commercial gallery of Asian art and antiques

- Shaped the visual voice of the Acculturation campaign (Catalogue 03 launch).
- Supported the events and exhibitions.

SKILLS

Brand & storytelling · Content & creative direction · Campaign planning & execution
Visual merchandising & in-store experience · Seasonal & gifting campaigns

EDUCATION

❖ **Hospitality Management (POHE)** .....2022 – 2023, on leave

National Economics University

LANGUAGES

Vietnamese (native) · English (fluent)