

Sy Nguyen

I translate complex technology into practical business strategy. My job is to cut through the buzzwords and create a clear, actionable roadmap for growth. My work goes beyond campaigns - I design a business's entire path to its customers, using technology to make that path more efficient and profitable.

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About Me

My work is about taking a business challenge from the whiteboard to the balance sheet. I connect market insights to practical strategies, use technology to build new capabilities, and stay focused on the end goal: creating tangible value, whether that's new revenue or secured investment.

Highlights

- ◆ Launched a new Community & Web3 Business which generated **\$1.2M in revenue** in its first year.
- ◆ Supported a **\$1M Pre-Series B** capital raise using Generative AI and Metahuman applications.
- ◆ Spearheaded **AI integration** to enhance strategic planning and develop new service offerings.
- ◆ Architected **end-to-end brand and go-to-market strategies** to drive both brand love and sales.

Experience

 **oRo Co., Ltd.**

Senior Strategic Planner

oRo Vietnam | 2023 - Now

My role is to act as a business architect, not just a campaign planner. I design growth ecosystems that connect technology, community, and commerce, ensuring every marketing dollar builds a lasting asset for the business. This approach moves beyond temporary awareness to create sustainable customer relationships and measurable results. **Solved for:** Disconnected customer journeys, inefficient content creation, low brand loyalty in niche markets.

CREATORY

Senior Business Strategic Planner

CREATORY | 2022 - 2023

Here, I moved from advising clients to building the business itself. Working with the CEO, my focus was on creating new revenue streams and securing investment by turning strategic ideas into real products and business units. This experience taught me to view strategy through the lens of a P&L statement and enterprise value. **Solved for:** Stagnant business models, need for new revenue, securing Series B funding.

CREATORY

Senior Strategic Planner

CREATORY | 2020 - 2022

My mission was to be a cultural translator, helping brands genuinely connect with Gen Z and Alpha. Instead of just picking influencers, I focused on understanding the creator economy from the inside out, building growth strategies for the talents themselves. **Solved for:** Brands struggling to reach young audiences, low influencer marketing ROI, cultural irrelevance.

Experience (Continued)



Senior Strategic Planner

RED2 Digital | 2019 - 2020

I served as a bridge for businesses moving from traditional to digital. My job was to install the essential "digital plumbing" - connecting marketing activities to measurable e-commerce results and clear business KPIs. **Solved for:** Unmeasurable marketing spend, weak digital-to-sales funnel, legacy business mindset.



Strategic Planner

Edelman Vietnam | 2017 - 2019

At Edelman, I learned that strategy begins with trust, not just advertising. My work was to build the bedrock of brand reputation, crafting narratives that resonated with diverse stakeholders - from mothers to engineers to investors. **Solved for:** Low public trust, complex B2B communication, weak corporate narrative.



Digital Executive → Junior Strategic Planner (freelance)

Mullenlowe Vietnam | 2016 - 2017

This was my boot camp. I learned the craft from the ground up, managing the daily digital mechanics for global brands and contributing to the strategic process. This foundational experience ensures my high-level strategies are always grounded in the practical reality of execution.

Education



Bachelor's Degree, Marketing

University Of Economics Ho Chi Minh City (UEH) | 2013 - 2017

University Of Economics Ho Chi Minh City (UEH) Grade: 7.37/10 - Major in Research, Trade Marketing, Brand Marketing and Communications with Creative Thinking training sessions - Participate in School Events as Planner, Designer, Videographer, Stage Manager



High School, Specialization in Mathematics

Hoang Le Kha Gifted High School (Tay Ninh, Vietnam) | 2010 - 2013

Hoang Le Kha Gifted High School (Tay Ninh, Vietnam)



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