

MUOI TRAN, PMP, CSM

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SENIOR DIGITAL MANAGER

Digital Strategies ✦ Digital Project Management ✦ Cross-Functional Team Leadership

A strategic, goal-oriented, bilingual Digital Project Manager with 8+ years of international experience leading international digital strategy and implementing complex, enterprise-level digital projects in global B2B and B2C environments. Deliver multi-faceted insights and tactics surrounding digital strategies and online innovation, technology, branding, user experience and team leadership. Effectively utilize competitive analysis, market research and statistical surveys to assess project plans and provide solutions that foster growth and increase productivity. Experience leading both local and remote teams, as well as vendors to deliver completed projects that exceed all client expectations.

SELECTED HIGHLIGHTS

- Excellent academic qualifications include my Advanced Master, Strategy and Management of International Business, from ESSEC Business School and Master of Multimedia Production & Electronic Edition, combined with PMP and CSM certifications.
- Leveraged broad experience in digital project management and strong communication skills in a cross-functional environment to create and lead project plans and manage development to achieve on time delivery of new sites and rollouts.
- Led cross-functional teams to success within all aspects of global digital operations, including digital marketing, social media, digital development (website platforms and mobile apps), analytics, content strategy, interface design and usability, online brand protection, domain and portfolio management.

CORE COMPETENCIES

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|----------------------------------|------------------------------------|-------------------------|
| ▪ Digital Strategy | ▪ Project Management | ▪ Project Conception |
| ▪ Competitor Analysis | ▪ E-Commerce | ▪ Mobile Marketing |
| ▪ User Experience | ▪ Customer Relationship Management | ▪ Web Analytics |
| ▪ Webmaster | ▪ Web Content Management Systems | ▪ ScrumMaster |
| ▪ CMS Integration | ▪ Quality Assurance | ▪ Analytics & Reporting |
| ▪ Production Workflow Management | ▪ Team Development | ▪ Measurement Plan |

PROFESSIONAL EXPERIENCE

Clarins Group ✦ New York, NY ✦ 2015

Global Digital Operations & Innovation Manager

Leveraged deep experience in digital project management and strong communication skills in a cross-functional environment to create and lead project plans and manage development to achieve on time delivery of new sites and rollouts.

- Engaged in risk management activities and completed a comprehensive review of business requirements to ensure client requests were correctly interpreted and translated into the best possible solutions.
- Provided Project Management and Solution Delivery of new marketing affiliate partner integrations and enhancements to existing e-commerce sites, with a focus on emerging technologies and maintaining competitiveness in the industry.
- Developed and managed vendors, and led internal teams, on project delivery components, including requirement analysis, system design, coding, QA, deployment and maintenance according to standard corporate process, SLA, KPI and best practices.
- Coordinated implementation parties, agencies and vendors, managing timelines and deliverables.
- Ensured proposed solutions are aligned with the Clarins Group global digital strategy.
- Maintained updated knowledge of new digital solution trends and contributes to IT digital strategy development.

United Nations Headquarters ✦ New York, NY ✦ 2014 -2015**Digital Consultant**

Worked with the Web Services Section to update United Nations French language websites, monitoring all quality project deliveries to achieve customer satisfaction.

- Provided translation services as needed, leveraging exceptional bilingual communication skills both written and spoken.
- Worked with digital and creative teams to implement changes requested on time and to expectation.

Independent/Contract Digital Project Manager ✦ Paris, France ✦ 2009 – 2012

Worked on a project basis for several companies to complete high profile digital projects, ensuring a firm timeline and budget controls, leading successful site launches and managing development teams both in-house and outsources to exceed all original expectations.

- **DDB Paris:** Managed Facebook applications and banner campaigns for Bouygues Telecom and successfully led the redesign of the CMS based website www.cinna.fr. Also, chosen to manage the redesign of the French Marine CMS based website www.etremarin.fr.
- **BETC Digital / Havas Worldwide:** Responsible for supervision of the Disneyland Paris websites rollouts of lilsdebarquent.com, FWA Site of the day 11 05 2010, management of the international banner campaigns for Veolia and creation of masters and rollouts for Peugeot International.
- **Publicis:** Planned and oversaw the creation of masters and rollouts for Garnier International (L'Oréal).
- **Proximity BBDO:** Managed the creation of masters and localizations for banner campaigns for Hewlett-Packard for EMEA countries. Led and managed overseas development teams in 12 website rollouts across Western Europe for Gillette Venus and the conception and production of the creative design for Procter & Gamble websites.

By Agency ✦ Paris, France ✦ 2008 – 2009**Digital Project Manager**

Responsible for the development and management of project scopes, plans, schedules, tracking, milestone deliveries and status reports for multiple projects in the health field.

- Demonstrated leadership while managing the conception and production of websites for the launching of new medicines for Bouchara-Recordati, ISIMIG, 2009 Medec Award for Health Communication.
- Worked with clients to manage the Expanscience websites redesign with a focus on innovation, user experience and cost effectiveness.
- Managed local third party developers, ensuring all deliverables were high quality, on time and met with client expectation.

DigitasLbi ✦ Paris, France ✦ 2007**Digital Project Manager**

Maintained Lancôme websites and e-shops for France and Canada, working with cross-functional teams to manage the creation of masters and rollouts for Lancôme International.

- Responsible for all development of project plans including budgets, scopes of work and schedules, monitoring project progress to achieve on time, in budget and quality completion.
- Oversaw production from initial concept and design through production and testing, working as a liaison between clients and developers to translate project goals into technical solutions.

MRM Worldwide/Mc Cann ✦ Paris, France ✦ 2006 - 2007**Digital Project Manager**

Responsible for managing the creation of micro-websites, e-mailing, banner campaigns, game contests, and newsletters, with a focus on conceiving global masters and developing regional websites integration. Worked with marketing to establish branding guidelines and create detailed work plans and specifications, perform resource allocations.

MRM Worldwide - Continued

- Consistently achieved client goals and earned praise from client management teams while maintaining Maybelline International and France-based websites.
- Received recognition with the 2006 Topcom award, multimedia section, consumer website category, e-business: Gemey-Maybelline, Max Delorme’s vidcasts.
- Managed game contests and newsletters for Nestlé Fitness France and Spain websites that drove increases in traffic.

Ministry of Youth and Sports, INJEP ✦ Paris, France ✦ 2000 - 2002

Webmaster

Maintained three websites and the intranet for the organization, performing an upgrade and optimizing web architecture for navigability, content strategy, and graphic design.

- Coordinated with content creators from across the organization to develop a strong message and drive integration and conversation.
- Developed and integrated HTML pages and videos that were branded and targeted to grow market share.

EDUCATION

ESSEC Paris: 2015 - *Advanced Master in Strategy and Management of International Business*

University of Paris 8: 2005 - *Master in Multimedia Production and Electronic Edition*

University of Paris 8: 2004 - *Science and Technology Master of Communication and Multimedia*

University of Paris 8: 2003 - *Bachelor in Communication, Computing and Multimedia Technology*

Certifications or Additional Education:

- Google Analytics Certification, Google, 2018
- Project Management Professional (PMP), PMI, 2016
- Certified ScrumMaster (CSM), Scrum Alliance, 2015

ADDITIONAL CREDENTIALS

TECHNICAL SKILLS	Demandware, Jira, Confluence, Microsoft project, Dreamweaver, Photoshop, HTML, CSS, JavaScript, XML, MYSQL/PHP (basic)
LANGUAGES	<ul style="list-style-type: none"> ▪ English - Full professional proficiency ▪ French - Native or bilingual proficiency ▪ German - Elementary proficiency ▪ Chinese (Teochew) - Limited working proficiency
HONORS & AWARDS	<ul style="list-style-type: none"> ▪ llsdebarquent.com FWA Site of the day November 05 2010 ▪ ISIMIG, 2009 Medec Award for Health Communication ▪ Grand Prix Topcom 2006, multimedia section, consumer website categorie, e-business: Gemey-Maybelline, Max Delorme's vidcasts
ORGANIZATIONS	<ul style="list-style-type: none"> ▪ FACC New York: Starting December 2016 ▪ PMI NYC Chapter: Starting November 2015 ▪ PMI: Starting February 2015 ▪ NYLESA: Starting August 2013
INTERESTS	Technology and digital advances, project management and leadership.

Detailed Professional References Available Upon Request