Hana Tran Phuong Tra

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Brand marketer with 6+ years across global B2B tech and FMCG, making bold campaigns people talk about (see the Marketing & Media feature). **Savvy enough** to know what makes people tick, **creative enough** to cook up ideas, and **reliable enough** to deliver them on time.

> *"What you've done with the toilets at NAB and here is amazing. I mean the person who came up with this, you should hold onto them."*
> LEAD FROM A TOP 5 TARGET ACCOUNT, LATER SIGNED

> *"The winner of the best swag at this year's NAB Show is clearly won by CDN77. A (custom) Lego set with actual real Lego Bricks."*
> ATTENDEE AT NAB SHOW (40 000+ ATTENDEES)

> *"Not only was your work praised by people in SFO and Vegas, it was praised in Brno too, and that says a lot! I think you're stars in the community."*
> CMO OF CDN77, AFTER HER TALK AT HACK YOUR WAY, MARKETING FESTIVAL BRNO

RELEVANT EXPERIENCE

Planned Career Break

May 2026 – Present

Brand & Marketing Manager

Jan 2022 – Apr 2026

CDN77

Czech B2B tech company, top 5 global CDN by revenue (the only non-US). Between 2021 and 2025, revenue grew 163% from $83M to $218M, and CDN77 became a recognized industry name. It has since taken its first outside investment (CVC) at a reported valuation near $2B. I worked there in a team of 3 to 4 marketers, each owning separate projects end to end.

- **Brand strategy:** owned positioning, target audience, tone of voice and brand assets.
- **Campaigns:** set the creative direction, briefed the copywriter and designer, shaped their work through feedback, and managed vendors through delivery and post-campaign evaluation.
- **Events:** owned the event calendar and strategy for trade shows and conferences across the US and Europe, and ran each end to end: sponsorship negotiation, booth, messaging, merch, budget and on-site execution; organized smaller IT meetups in Prague.
- **Media and partnerships:** negotiated digital banners, podcast ads and out-of-home ads; secured podcast appearances and media features for engineers and leaders, and arranged partnerships with conferences, universities and job platforms.
- **Employer branding:** ran recruitment marketing across cdn77.jobs, job portals, social media ads and job fairs.
- **Hiring:** screened and interviewed marketing candidates.

Junior Brand Manager

Oct 2019 – Dec 2021

Danone

French multinational food and beverage company. Promoted twice in 2 years: Trainee → Specialist → Junior Brand Manager. I worked on Activia, Fantasia, Kostíci and Danette for the Czech and Slovak market.

- **Brand:** analyzed markets, competitors and performance to set direction; shaped product and packaging development.
- **Campaigns:** managed media and creative agencies across microsite, TV, digital, social, search and shopper marketing.
- **Social media:** supervised always-on content, media buying, community and influencer management.

EDUCATION

The Hong Kong University of Science and Technology – *Graduate exchange studies* 2018 – 2019

MIAS School of Business, Czech Technical University in Prague 2014 – 2018

BSc Personnel Management in Industrial Enterprises

University of Seoul – *Exchange studies* 2016 – 2017

ADDITIONAL INFORMATION

TOOLS

Brand24, Claude, Figma, Gemini, GitHub, Google Analytics, Google Workspace, Hootsuite, HotJar, Microsoft Office, Notion, Phantombuster, Pipedrive, SAP, Slack, Trello, Vercel, WordPress, Zoomsphere

LANGUAGES

Czech (native), Vietnamese (native), English (C1)

INTERESTS

Psychology, marketing, traveling, dancing, sewing