

TOÀN LÊ



Over-10-year-experienced in handling IMC projects.

APAC GOLD SMARTIES award 2020 with WARRIOR Energy Drink Relaunch campaign.

VIETNAM BRONZE SMARTIES award 2020 with MAGGI Covid-19 campaign.

TOP YOUTUBE AD LEADERBOARD with SAMSUNG campaigns 2016 & 2017.

<https://www.le-thanh-toan.com/>

COMPETENCIES

- o Strategic Thinking
- o IMC Creativity
- o Result-Oriented
- o Insight-driven
- o Management
- o Collaborative

WORK HISTORY

FPT CORPORATION ecosystem | ASSOCIATE MARKETING DIRECTOR 2021 - Present

- o Planning communications strategy for synthesizing FPT's product & services
- o Led concept creation, aligned stakeholders and controlled quality of creative & communication content that meets FPT Software brand purpose "Accompany The Future".
- o Oversaw B2B and technology solution integrated communication strategy to strengthen brand and business performance.
- o Managed team human resource, workload and workflow to produce high quality content on time and budget.

NOTABLE WORKS

FPT Software Brand Concept Revamp & Relaunch

FPT Tower Grand Opening 2022- FPT techday 2022

CrystalSound A.I Noise Canceling Launch

FPT Software Technology Resource Center (increase 30 - 50% quantity of B2B Technology high-quality content (~400) yearly).

PRUDENTIAL VN | SENIOR CREATIVE MANAGER Dec 2020 - May 2021

- o Created big idea and coordinated with internal stakeholders, vendors for quarterly brand concept and digital product launch.
- o Generated key creative content and activities of business opportunity presentations and customer group presentations.
- o Oversaw media strategy to optimize content reaching the right target audience.

NOTABLE WORKS

Brand Campaign Q1 2021 (story development, web drama screenwriting, content amplification)

PRU-VUI SỐNG Digital Product launch (big idea, content direction, Facebook Ad)

VMLY&R VN | ASSOCIATE CREATIVE DIRECTOR Jun 2020 - Nov 2020

- o Founded brand concept that met clients' business objectives, strategic approach, and marketing budget.
- o Directed creative campaigns, content distribution strategy in multiple pitching projects that won global and local clients.
- o Led Art Directors, Copywriters from ideation to execution to improve creative quality.

NOTABLE WORKS

Unilever - SURF 3 IN 1 Premium launch (campaign concept, TVC, content direction, live stream)

IDP - LIF re-branding (brand concept, communication strategy, mood & tone guideline)

VIB - MyVIB App "MORE THAN FREE" relaunch campaign (KOLs, YouTube, Facebook engagement, content direction)

OGILVY VN | SENIOR COPYWRITER May 2019 - May 2020

- o Established brand concept, collaborated with strategists to come up campaign proposition.
- o Collaborated with advertising partners to deliver multi-platform campaign (Facebook, YouTube, Tik-Tok)
- o Controlled creative quality that met efficiency within assigned budget.

NOTABLE WORKS

TCP - WARRIOR Energy Drink "GET YOUR HEAD BACK INTO THE GAME" campaign - APAC Gold Smarties Award 2020

Nestlé - MAGGI "COOK TO CONNECT" Covid-19 campaign - Vietnam Bronze Smarties Award 2020

ISOBAR VN | COPY& CONTENT LEAD Feb 2018 - April 2019

- o Built campaign big ideas and looked after storytelling and copywriting.
- o Managed social media campaigns and always-on content (content direction, visual treatment, copy guideline, calendar, formats, production).
- o Mentored juniors to leverage creativity that meets diversified brands' tonality and communication strategy.

NOTABLE WORKS

Prudential - COMMITMENT, PRU-FLEXICASH CAMPAIGN, LIFE COMPANION blog.

Vichy Laboratoires Vietnam - Digital cross-platform content 2019 (web SEO, Facebook content, live stream, YouTube)

Unilever - CLOSEUP - Facebook content 2018

CHEIL VN | COPYWRITER April 2015 - Oct 2017

- o Worked with Creative Director, Art Director to ensure all creatives delivered on time and marketing budget.
- o Controlled high-quality copy to impact consumers.
- o Managed mid-scaled campaign from ideation to execution.

NOTABLE WORKS

Samsung - GALAXY J Series launch - Top 2 APAC YouTube Ads Leaderboard May 2017

Samsung - GALAXY J3 launch - Top 3 YouTube viewer chose 2016

Samsung - SUHD TV "LIVE RICH" launch campaign

PHIBIOUS VN | COPYWRITER Sep 2011 - Mar 2015

- o Contributed insights and campaign ideas that met consumers' needs.
- o Copywrote appealing messages consistent with brands' tone of voice.

NOTABLE WORKS

Coke - TET 2014 integrated campaign - most associated with Tet.

Coke - SPRITE "OBEY YOURSELF" integrated campaign - raised purchase intention to 58%

PIAGGIO - VESPA, LIBERTY, FLY launch campaigns