

Dear Hiring Team,

I am writing to express my strong interest in the position recently posted by your company. With a solid professional background and extensive experience in marketing, sales, communications, and technology—combined with a passion for creating “tailor-made” business solutions aligned with sustainable growth—I would like to share a few ideas and capabilities that I believe can bring meaningful value to your company’s success.

How to sell, build, and expand markets successfully?

- **Vision:** Technology is rapidly dissolving market boundaries. We no longer compete solely within our local markets—today, every business operates in a highly demanding global marketplace.
- **Objective:** To develop business and communication solutions that are self-driven, highly adaptable, scalable, replicable, upgradable, diverse, sustainable, and deployable across different market segments or international markets in multiple languages.
- **Ideas & Solutions:** Leverage the power of today’s advanced technologies while designing innovative, versatile, and fast-moving content strategies that can spread widely, build natural and sustainable engagement with target audiences, and maximize impact at an exceptionally optimized cost.

I am eager to contribute my expertise, creativity, and dedication to help your company build the most effective business solutions—strongly supporting long-term success and growth.

Thank you very much for reviewing my application. I sincerely hope for the opportunity to further discuss how my experience and passion can deliver outstanding value to the future success of your company.

**Sincerely,
Tran Manh Long**



What is the golden solution for successful sales and business growth today? *Should we transform our strategic mindset to stay ahead — or risk being overwhelmed by the ever-rising costs of technology and communication, which are often inefficient and easily replicated?*

The greatest challenge in business today does not come merely from domestic or international competitors — it comes from the relentless transformation of technology. This shift has concentrated global users around tech giants like Facebook, Google, Apple, Amazon, and TikTok, as well as disruptive, technology-driven models such as Uber, Grab, Lyft, Airbnb, and UpWork.

Traditional business operations, sales activities, and even local media are being swept aside by these dominant platforms. As a result, every business faces a stark choice: either be drowned out — or become a passive contributor to the growth of these ultra-wealthy giants.

The path forward is clear: business cannot survive without communication, and true competitive advantage can no longer exist without technology. The key lies in building innovative, technology-enabled communication and business models that are agile, scalable, and sustainable.

This vision is the foundation of my professional journey. In the sections of my CV below, I share concrete ideas, strategies, and solutions to help businesses thrive in this new era. For the latest updates, please visit: <https://manhlong.com>

**Best regards,
Tran Manh Long**

Please find my updated online CV at:
<https://manhlong.com/English-CV.pdf>
<https://manhlong.com/Vietnamese-CV.pdf>



“I am actively seeking a leadership opportunity as Head of Business Development or Director of Sales & Marketing”



The Fundamental Difference Between Creating Success and Copying Success

The creator is driven by a passion for reality and market trends—constantly seeking to forge new paths, shape unique strategies, and rise to leadership with sustainable strength. The imitator, by contrast, is often absorbed in recounting past achievements and boasting about existing relationships—believing these alone will quickly convert into sales, while overlooking the need for true innovation and long-term differentiation.

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How do we navigate today's challenges to discover the road to lasting business success?

If we were lost in a dense jungle, the best way to find an exit would be to climb to the highest point—to gain perspective, to see further, to chart the way out.

Business is no different. To see further and think bigger, we must be willing to pay the price of learning: across industries, across disciplines, across knowledge domains—and today, across technologies and platforms. Only then can we synthesize insights, analyze patterns, and chart the most promising path forward.

That is why it is dangerously shortsighted to say: “We only need someone with good connections to secure contracts. Marketing isn’t essential. Technology can be ignored. Creativity doesn’t matter.”

In the global information age, such thinking is not only flawed but unsustainable. The truth is clear: the kind of person who embodies only connections without mastery of marketing, technology, or creativity simply does not exist—and even if they did, how could such a person ever help lead a business toward extraordinary success?

I. Every step of transformative thinking carves out the path to success

1. Dead-End Roads and the Trap of Short-Sighted Choices
2. The Genesis of Mindset – Why Do We Hesitate to Do Business Globally?
3. Vision Determines Destiny – Proprietary Products, Unique Solutions, or Strategic Partnerships?
4. One Brick or Ten Thousand? Are We Building a Temporary Shelter or a Lasting Fortress?
5. Creating Sustainable Growth and Influence – Replicating Across Markets and Languages
6. Standing on the Shoulders of Giants – How Small Sparks Can Ignite an Entire Forest
7. Technology – The Key to Time, Cost, and Seamless Efficiency
8. What Is the Golden Solution: Powerful, Scalable, and Unbelievably Cost-Effective?
9. What Have I Achieved? – Practical Solutions and Real-World Experience
10. How Can I Lead Business and Marketing Toward Breakthrough Success?

II. TRAN MANH LONG - Curriculum Vitae

1. Work Experience, Career Objectives, Vision
2. Education, Skills, English Proficiency, Technology, Work Conditions





Dead-End Roads and the Trap of Short-Sighted Choices

Delegating the most critical responsibility—sales—to the low level of staff: It sounds reasonable, even traditional, to let each employee carry a portion of the sales target. Yet in reality, sales is the lifeblood of the business—the hardest, most strategic, most decisive function. Why then do companies entrust it to junior staff, when it demands the collaboration, creativity, and leadership of those who know the company’s products, solutions, and services best?

Obsessing over quotas, endless meetings, and constant reporting: In the pursuit of “optimal efficiency,” employees are micromanaged daily, even hourly, with strict instructions to hit weekly, monthly, and quarterly sales goals. But instead of progress, the result is exhaustion, frustration, and resignation. Talented employees burn out, quit, and the cycle repeats as new hires are brought in—only to meet the same fate.

Chasing “relationships” as the only path to sales: Many companies endlessly seek employees with “connections” in the hope of winning contracts or projects. Too often, these connections are weak, irrelevant, or short-lived. Those with genuine influence rarely stay; some quickly move on once they’ve closed a big deal, while others exploit company resources for personal gain.

Too many experiments, too many changes, too little belief: Leadership often loses faith in new ideas after failed attempts: a website built, countless ads run, money poured into experiments—yet no breakthrough achieved. New proposals are dismissed, not because they lack merit, but because leaders are tired of “spending more money” on strategies that sound no better than the last one. Innovation dies where cynicism reigns.

Blind faith in e-commerce platforms as a silver bullet: Despite countless cautionary tales, many businesses still cling to the belief that they will succeed on Amazon, Alibaba, Shopee, or Lazada simply by being “different” or “better.” But step into the shoes of Amazon itself: when any popular product can be replicated in China within weeks, how long before your edge disappears? And how big can a business truly grow when confined within someone else’s marketplace?

The commission trap—basic salary plus sales incentives: Every salesperson understands this reality—the basic salary barely covers personal living expenses, let alone the true costs of building client relationships: the coffees and lunches, the phone bills, the fuel or ride-hailing fares, the countless trips to meet customers face-to-face, and the hospitality required to win trust and close deals. The few who dare to invest their own money either burn out or leave. The rest survive on their base pay, waiting passively for opportunities that rarely come.

Over-reliance on social media and online advertising: Small and medium businesses worldwide have poured staggering amounts into social media ads. Yet one day, a “community standards violation” wipes out an entire channel. Costs rise relentlessly, while effectiveness declines—drained away by bots, fake users, or opaque algorithms that consume budgets without ever delivering real customers.

The Birth of Mindset – What Holds Us Back from Competing Globally?

For decades, language, tariffs, and logistics have stood as the most familiar barriers that discouraged us from even imagining global business. These barriers made it difficult to access vital information, navigate legal frameworks, or bear the costs of transporting goods across borders. How could we possibly do business in Japan, Korea, or China if we did not even speak Japanese, Korean, or Chinese?

But today, the language barrier has been dismantled by the rise of AI. We can now speak in our own language and be instantly understood by partners and customers abroad. Content created and standardized in our native language can be seamlessly translated and localized for any target market. And once language falls, the walls around information—tax regulations, laws, compliance policies—also come down, opening up markets that were once out of reach.

The barriers of communication and market access are disappearing as well. With the internet and modern technology, we can now create content in local languages, engage with native media channels, collaborate with local professionals, and even launch highly targeted advertising campaigns—all without ever setting foot in the country. Technology has erased the need for physical presence while multiplying our ability to connect.

Even logistics—the once-daunting obstacle of moving goods across borders—has become transparent, affordable, and direct. Every shipment can now be tracked in real time. Couriers can pick up and deliver to virtually any point on the globe. Supply chains are no longer mysterious or out of reach—they are as simple as integrating a shipping solution into our own website. Traveling to source products in China or meeting partners in Singapore, Thailand, or Vietnam has never been easier, faster, or more cost-effective.

The truth is clear: the barriers that once confined us to local markets are rapidly dissolving. What remains is not a wall of impossibility, but a question of vision, courage, and the willingness to step onto the global stage.





Vision Defines the Path – Exclusive Product, Unique Solution, or Strategic Partnership?

When we first step into business, the journey often begins with simplicity. We might open a café, a restaurant, or a small shop — imitating models that seem successful. Some start as resellers, earning commissions, persuading friends and family to buy, then expanding through online sales on social media.

But soon, success or failure teaches us a deeper truth: such efforts are not enough. To grow, we need to build a brand, not just a shop. We need to create a chain — a network of cafés, restaurants, or outlets — that carries our identity and ensures long-term protection of both our investments and our communication with the market. At this stage, many businesspeople negotiate to become regional or exclusive distributors, securing the rights that safeguard their efforts, costs, and market presence.

As we mature, ambition takes a new form. We begin seeking ownership of supply — ordering directly from manufacturers, producing under our own registered and protected brand, affixing our unique label and identity. We also pursue innovation — creating solutions that belong to us alone, establishing trust, sustainability, and a distinct market edge through our products, services, and ideas.

And finally, in today's age of rapid technological advancement — yet also heightened by legal, regulatory, and policy challenges — true leadership demands greater wisdom. To endure, we must craft products and solutions that can grow safely, sustainably, and globally.

Because in business, the question is never simply what we sell, but what future we are truly building.

One Brick or Thousands? Are We Building a Shack or a Castle?

Every Piece of Content Is a Brick. Every Website Is a Pillar. If our ambition is only to build a “small rented room,” then perhaps one website with some daily content updates, shared on social media and boosted with ads, might be enough. But if our dream is to build a castle, we cannot rely on “borrowed pillars” — the fleeting support of paid ads across countless platforms. Because the moment the ad budget runs dry, those pillars vanish. And in many cases today, sales revenue cannot even cover the rising costs of online advertising.

We all understand that to sell effectively, we must guide public perception — what marketing calls “educating the market.” In simple terms: we need customers to understand, trust, and believe in the value of our products and services. And that trust is not built in a day. It requires a constant stream of content, strong pillar websites, and a growing foundation of knowledge and stories that keep appearing — more often, more consistently, and with higher quality than any competitor. That’s how customers become familiar, curious, engaged, and eventually compelled to buy.

“Content is King” is not a new phrase. Google and marketers have repeated it for years, and it remains true today. But one single piece of content alone cannot wear the crown. To reign, we need an army of great content — spanning across every niche, every segment of the market we want to serve. Because even in the era of advanced AI and powerful search engines, the fundamental rule remains: they can only find, record, and respond through the content available online.

That is why hundreds, even thousands of websites, filled with tens of thousands of fresh, high-quality pieces of content, form the true foundation of our digital castle. Not rented, not borrowed — but owned, controlled, and built to last.





Standing on the Shoulders of Giants – When Small Sparks Ignite an Entire Forest

In reality, search engines like Google—and even today’s AI systems—rely on their own algorithms to discover and rank content across the internet. But years of experience from advertisers worldwide have revealed one undeniable truth: beyond basic search optimization, the single greatest driver of visibility is traffic. The more people engage with your content, the more it spreads across social media, forums, and trusted websites—magnifying its value exponentially.

That’s why search optimization once became an entire profession of its own. Yet today, as technology evolves and algorithms shift, one principle remains unchanged: content is still king. What has changed is the bar—it’s no longer enough to produce “just content.” We must now build richer, smarter, and more inspiring content, at greater scale, to rise above the noise.

The real question then is: how do we ensure our best content not only stands out but also lifts everything else we create—our websites, our digital ecosystem—into sustainable growth? Many believe the shortcut lies in creating multiple fake accounts, cross-sharing, and artificially amplifying their own links. In practice, this rarely delivers real, lasting impact.

The wiser path is different: commit to a consistent, strategic advertising budget—not as a burden, but as fuel. Allocate it intelligently across fresh and diverse content each day. Over time, this compounding investment transforms into an ecosystem where both content and websites continually improve, while the true cost per impact steadily declines. That is the moment when growth shifts from fragile experiments to sustainable momentum—when small sparks become the flames that power enduring success.

Scaling Beyond Borders – Replicating Growth Across Markets and Languages

When we have already established a strong foothold in a familiar local market, what truly prevents us from expanding globally?

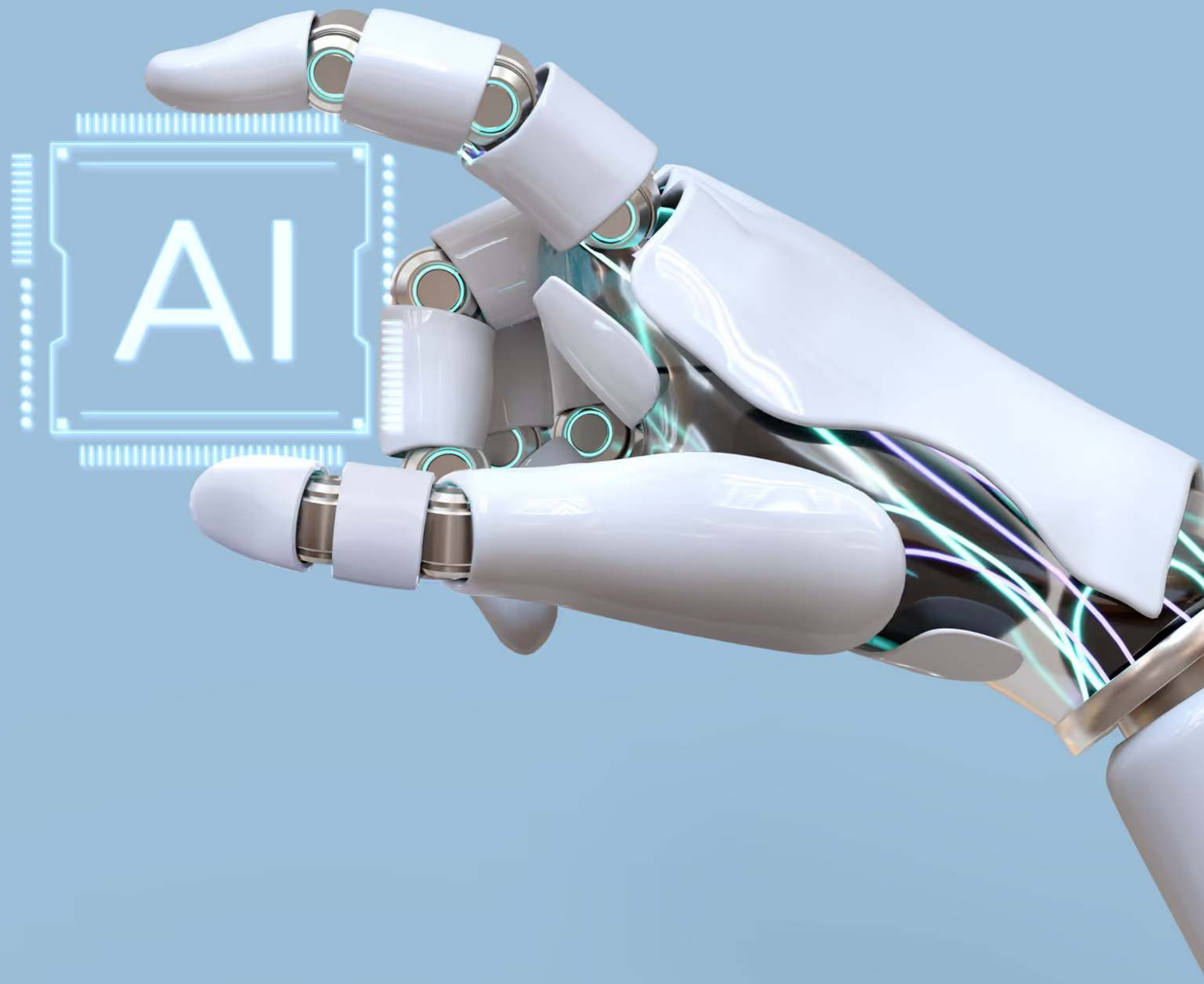
If we are offering technology solutions—whether hardware, software, cloud computing, data storage, or platforms delivered as services (SaaS, IaaS)—there is nothing stopping us from scaling across languages and geographies. With today's technology, a single piece of core content published on one central website can instantly be translated into multiple languages, then distributed seamlessly across an ecosystem of satellite sites, forums, news outlets, and blogs. In essence, we only need to create once, but we can multiply infinitely—achieving global reach and multi-language penetration without multiplying effort.

The same holds true for consumer products, smart devices, appliances, or any category we sell. Too often, we believe content should only revolve around our own products. But in reality, customers spend their time on a far broader spectrum of content—entertainment, lifestyle, reviews, tutorials, stories. Brands end up paying heavily for advertising space on these platforms. But why should we limit ourselves to renting attention, when we could become the creator of that very content ecosystem—always present, always relevant, always visible?

For those offering outsourcing services, or exporting agricultural, seafood, or mineral products, the secret advantage lies in national branding. Every country carries unique identity and credibility in specific products. Tapping into this intrinsic cultural and national narrative allows content to be more easily accepted, recognized, and shared across languages—because it speaks to authenticity.

If global expansion is embedded into our strategy from the very beginning, the marginal cost of scaling internationally is close to zero compared to staying confined to a single local market. The real question then becomes: **why not start now?**





Technology – The Master Key to Time, Cost, and Seamless Operations

A critical reason many leaders hesitate to embrace technology or digital marketing lies in one word: cost. For years, companies have outsourced these activities to third-party agencies or relied on a few “tech gatekeepers” inside the organization. The result? Dependency, vulnerability, and a lingering fear that the company’s future rests in someone else’s hands.

These concerns are not only understandable — they are legitimate. Which is why, for technology, marketing, and digital advertising to truly become the engine of seamless, efficient growth, they must be built on a foundation of clarity, ownership, and control. The golden rules are simple yet non-negotiable:

- **Absolute ownership of digital assets.** Every domain name, every hosting contract, every purchase must remain under the company’s highest authority.
- **Technology rights rest with the company.** The role of “Owner” (ultimate authority) must be assigned to the company itself, not to an individual. Department leaders can serve as “Admins,” but Owners retain the power to appoint or replace them at any time.
- **Direct connection with global platforms.** Advertising management and analytics must connect straight to Google, Facebook, TikTok, and others — never through opaque intermediaries.
- **Transparent content and website governance.** Especially for enterprises managing large ecosystems of content and websites, clarity in control and reporting is not optional — it is survival.
- **Real-time work management.** Progress must be tracked, tasks monitored, and performance measured with flexibility and transparency, so leadership always has a live dashboard of execution.

Technology should not be a black box or a source of anxiety. Done right, it becomes the master key — unlocking speed, cost efficiency, and a smooth operation that empowers leaders instead of tying their hands.



What is the ultimate golden solution—powerful yet with unbelievably low cost?

First, let's talk about the cost of a content development team. We can start with 2–3 people, with current salaries for content staff ranging from 10–20 million VND per month. Our content team can produce dozens to hundreds of pieces of content daily. This amount of content can power a few dozen websites with specific, combined strategic directions.

Next, let's consider the website management and content development solution. By operating and transferring solutions that leverage free tools and online providers—while still being customizable to the enterprise's specific needs—this work falls within the tasks and salary of the department head (or director), without generating additional costs.

Finally, let's address technology costs such as domains, hosting, and multilingual capability. Each domain costs around \$12/year. Even if we scale up to 100 websites, the total cost is only \$1,200/year. Website implementation and/or design falls within the internal responsibilities of the business and marketing teams. Basic website hosting costs range from \$2–\$5/month.

Therefore, if we can build and operate a sustainable business and marketing system based on strong content development and robust website management—together with essential online advertising costs—we will steadily and powerfully pioneer toward international reach. If competitors want to surpass us, they must produce creative content faster, in greater volume, and more engaging than we do. To go beyond us, they must master both technology integration and strategic development, while also applying and tailoring advanced technological techniques to their needs. And clearly, that is by no means a simple challenge.

What Have I Done? – A Collection of Practical, Proven, and Exemplary Solutions & Experiences

- **Collaborating to Design & Deliver a Storage Solution Proposal for VTV**
Mr. Jun Jie Zhang - https://manhlong.com/VTV_Propose_Final.pdf
- **Pioneering the Creation of the Website, Content, and Brand for VTVBroadcom**
Mr. Ky - <https://uptop.vn> - Solutions yours!
- **Initiating, Engaging, and Negotiating Strategic Partnership with EMAM, USA**
Mr. Chuck Buelow - <https://emamsolutions.com>
- **Collaborating, Negotiating, and Building Strategic Relations with SNews of Brazil**
Mr. Juniano - <https://manhlong.com/SNews-Collaboration-Kickoff.pdf>
- **Engaging with International Partners at Asia Tech in Singapore**
Ms. Simona Lippi - <https://www.axeltechnology.com>
Mr. Carlos Franco - <https://dalet.com>
Mr. Bhavik Vyas - <https://diskarchive.com>
- **Negotiating Exclusive Rights & Distributing Health Products from Brazil**
Mr. Leo Cardoso - <https://meldosol.com.br>
- **Negotiating Exclusive Rights & Distributing French Cosmetic Products**
Mr. Philippe Demange - <https://auriege.fr>
- **Negotiating Exclusive Rights & Distributing Canadian Health Products**
Mr. Alan Li - <https://www.royalnaturalcanada.com>
- **Building Content, Videos & Website for Audio & Lighting Sector – Mr. Van**
<https://everse8.trungchinhaudio.vn>
<https://evolve.trungchinhaudio.vn>
<https://www.trungchinhlighting.com>

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SPEAKER
Mr. Jun Jie Zhang
Engineering at Quantum

Wednesday **AUG 21ST**
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How Can I Lead Business and Marketing Toward Lasting Success?

First – Build and Redefine a Clear Growth Strategy: Understanding, aligning, and continuously improving the initial growth strategy is always the most critical foundation. It fuels collective energy, passion, and decisive action. This is the single most important factor that drives rapid, effective, and sustainable success.

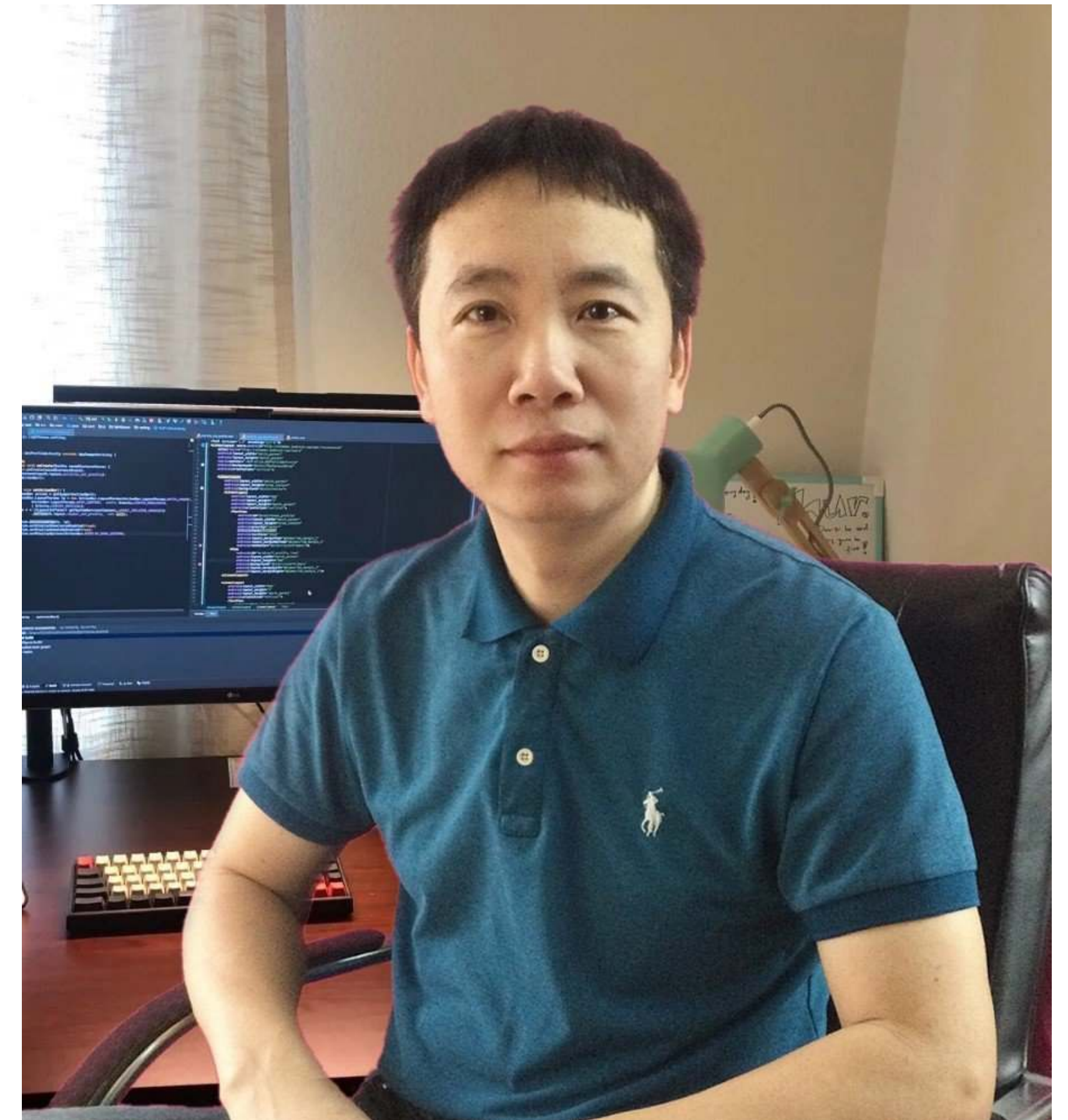
Second – Build, Train, and Recruit a Core Team: Discipline, persistence, precision, responsibility, and a hunger to learn are the essential qualities of a strong core team. Creativity, however—how it is sparked, nurtured, and amplified with the right tools and technologies—is the responsibility of the leader. A true leader ensures that innovation does not depend on luck but thrives on process and vision.

Third – Craft a Content Strategy and a Long-Term Communication Roadmap: Most journalists and content creators quickly burn out under the pressure of daily creativity, facing exhaustion, idea shortages, and repetitive outputs. Yet, with a clear and long-term content strategy powered by technology, even a single content creator today can generate hundreds of fresh, compelling, and emotionally resonant pieces daily—none of them redundant, all of them impactful.

Fourth – Harness Technology for Scalable and Sustainable Growth: Managing one website and a few daily posts can be done manually. But managing hundreds or even thousands of websites, synchronized with massive volumes of daily content, at the lowest possible cost—that is the secret edge of sustainable advantage. More importantly, mastering advertising systems, analytics, and continuous optimization becomes the launchpad that propels business and sales operations to set trends, move faster, and reach farther.

With over 20 years of experience in business across multiple industries, combined with a deep passion for both technology and commerce—and formal training in marketing, communications, and advertising—I have always remained a committed learner and innovator. Today, I believe I am ideally positioned to step into the role of Head or Director of Business and Marketing.

This role would allow me to fully unleash the leadership, creativity, and strategic foresight needed in today's fast-changing era of technology and communications. Please review my detailed work history below. If you find my profile aligned with your company's growth needs, do reach out—I would be truly excited to contribute, grow, and succeed together with your team.





Career goals

I want to contribute my knowledge, experience, and passion to your company's growth and success. From there, affirming my determination, spirit of dedication, and desire to work and achieve long-term success with the company.

Vision & Opinion

1. There is always a solution to compete with every competitor

Don't look at the size of our opponent. Look at the nature of customer needs. Whoever satisfies the customer's needs better wins.

No company was great from the beginning. Deep understanding will give a superior vision to create the most optimal solutions. With today's borderless economic and technological connectivity, if we passively the whole world compete with us, we will be eliminated sooner or later. Or it is imperative that we actively rise to compete at a global level.

2. Ready self-made solutions for sustainable success

What if one day, your Facebook fan page, youtube channel, and/or mobile application on Google Play store, and Apple Store disappears? Let's see the turmoil Yeah1 Network suffered when Google made a small change. Especially on the Facebook platform, there are many companies running ads with tens or hundreds of millions of US dollars, but the fan page is still closed and locked... If you have ever had to spend your money to pay for Google Cloud, AWS, and Azure services and compare it with deploying your server or renting KVM of Linode, DigitalOcean, and SSDNodes... you will understand the value of independence is immense.

3. Ready for tens of millions of connections right from the start

The simple success is when we say a sentence that millions of people listen to. Or easy to understand is that we create a platform, an application that millions of people use. That is why, besides providing outstanding differentiating solutions, any company today is looking for ways to entice and retain users by free the best satisfaction of basic needs such as sharing, making friends, interacting, talking, exchanging, entertaining, etc. of users. The more users we can stay connected with, the more successful we will be. That is why we must master the technologies for the best connectivity at the lowest cost.

4. Determined not to be a slave to technology

It takes weeks and months to design the interface, then weeks and months to write the code to connect and retrieve data from the database. Then it takes weeks and months to build and configure the server to deploy our application. The repetitive work is the same for each project. No, we absolutely cannot be enslaved to such technology. We need to build a library that is safest and fastest to support project design and deployment. We need to create the best guide to help newcomers



that can be easy to integrate. We need to use the latest technologies for test automation, deployment automation, upgrade automation, and measurement. From there, it helps our staff have the most time to research, create, and understand customers to develop, upgrade, and optimize the solutions.

5. Autonomy & difference to be on top

Designing electronic circuits, writing drivers (embedded software) for each small chip, and bringing Bluetooth, ZigBee, Wifi, Lora, and thread to our application will help us expand our ability to provide proprietary technology solutions is enormous. Today, with the popularity of 3d printing technology and the placement of test printed circuits board with an abundant source of components in China, the research, development, and completion of new technology products are becoming cheaper, faster, and better than ever.

6. No experience is more valuable than the experience gained with our own hands.

Many companies are willing to recruit and pay high salaries for employees with good degrees, beautiful CVs, and experience working in many big technology firms. But this personnel have never spent thousand to tens of thousands of US dollars for technology development and testing activities. They have never spent months or years learning, assembling, and testing each electronic circuit, configuring each server, and writing each specific connection solution. So they are always directing and demanding. Failure will be due to the company not meeting their requirements.

Education

1. National Economics University - 4 years majoring in marketing

The most important thing I learned at university was how to find out and solve problems independently.

In addition, another thing to mention is that I learned to ignore my ego to put myself in the position of the opposite person when listening to and researching customers and markets.

Of course, I also learned a lot of knowledge about economics, marketing, and branding as a normal student at University too.

2. NIIT Technologies of India: 2 Years of "International Programmer"

Basic technology: Html, Css, SQL, Java, JavaScript, PHP, Linux Server...

The latest technology is often not incorporated into the curriculum. Learning technology means constantly researching, exploring, practicing, improving, and experiencing with my own hands. Therefore, after graduating from university and NIIT, I was completely self-taught. And never stop working, earn money to learn, and vice versa.



Skill

One person cannot build a mountain with his own hands. To succeed, we always need the strength of a team. A successful person is a person who is not only good at his profession but also good at working skills in an organization. The more successful the person is, the more he knows how to lead, guide, and share his abilities with the team.

Leadership skills

Understanding each specific job in the team, helping the team constantly improve their ability to improve their work.

Teamwork skill

Listen, get along, and support. Understand the strengths and weaknesses of each person on the team. Become friendly colleagues, become friends, and become technology enthusiasts together.

Effective thinking skills

Synthesize and look at the problem from many perspectives. Consult, find out solutions and problems already. Find out the way the problem has been solved. Research the pros and cons of existing solutions. Suggests the best solution. Test and adjust.

Problem-solving skills

Understand the nature of the problem to break the problem down into small aspects. Every problem must have enough criteria to base its resolution on. The more specific and clear the criteria, the easier the problem will be solved. Solve problems on the basis of specific, non-emotional criteria.

Learning and self-study skills

Learn solutions, learn skills, learn methods, not memorize, don't remember what computers can do better, and don't calculate things that computers calculate better. Learn widely, learn a lot, and understand a lot to come up with the most effective solution based on using technology, and automating technology.

English

I have more than 20 years of studying and working in English. All technology knowledge that I have learned and studied is in English. I have a lot of experience working and negotiating with foreign partners such as France, Canada, and Brazil. However, English pronunciation is sometimes not standard because the working environment is not pure native speakers.

- Love to learn English and will be a quick adaptation
- Good at reading and writing
- Listening & Speaking with good communication
- Happy with the English environment to improve my English ability

Work experience

2004-2007: EFFECT ADVERTISING CO., LTD

Worked as CEO in charge of market development, developing advertising design services such as: logo design, brand, print design, signboard... Build a plan to homogenize communication communication and marketing to customers. At the same time, design and build e-commerce website cicimart.com.

- Understand the advantages & disadvantages of advertising media service business.
- Buy hosting from iPower.com, and use cPanel to manage the hosting.
- Managing and programming the e-commerce website cicimart.com with PHP, HTML, CSS, and MySQL.

2007-2008: CMC CORPORATION SAI GON (cmc.com.vn)

Worked as Marketing Manager for CMC CORPORATION in Saigon.

- Understand solutions from companies such as Cisco, IBM, SAP, and Microsoft... about security solutions, databases, ERP, CRM, servers, and data centers...
- Understand IT Solutions services provide to state agencies and big organizations.
- Understand the business model of technology companies like FPT & CMC

2009-2010: VILDY CO., LTD - Auriege Paris (auriege.fr)

Worked as CEO to import and exclusive sales of French cosmetics brand Auriege Paris. Programming, management, and sales through the e-commerce website vildy.com.

- Understanding how to negotiate and interact with international partners is always a solution for long-term and sustainable development.
Understand the process, methods of persuasion, and how to work in international transactions.
- Start front-end development with frameworks and solutions from GitHub using Javascript.
- Research and integrate Paypal payment solutions into the e-commerce website.



2010-2012: PICO JOINSTOCK COMPANY (pico.vn)

Worked as Marketing Manager of Pico electronics retail chain, managing a budget of 2-3 billion VND/month. Develop weekly, monthly, and quarterly marketing plans and strategies.

- Experience and measure practically all types and channels of communication.
- Understand the value of online e-commerce, and business management technology.
- Research and deploy mail server, Sugar CRM to support online sales and marketing.

2013-2018: MELDOSOL VIETNAM CO., LTD

Worked as CEO of Meldosol Vietnam, importing & distributing exclusive health products, step by step fattening the chain of “TAM Pharmacy” (opened 2 locations in Hanoi + Saigon). Successfully developing an investment project from VND 200 million to VND 6 billion after two years with hundreds of sales agents nationwide through creative online advertising and absolutely no sales staff or traditional business activities to open sales agents.

- Detailed, in-depth, and practical implementation of online advertising activities.
- Build an entertainment website hayandhot.com to connect API with Google services such as Gmail, and Youtube to load youtube data, and send email automatically.
- Join as a Google developer to learn and build apps for Android phones.
- Join as an Apple developer to learn and build apps for iPhones.
- Experience & use Google Cloud, and AWS for the website meldosol.com

2019-2023: KIBI VIETNAM SMART DEVICE CO., LTD

CEO of Kibi Vietnam, a company specializing in smart devices. Responsible for sourcing, research, development, manufacturing partnerships, and product import. Oversaw the entire scope of business strategy, marketing, communications, and advertising, while also building and training a high-performance team with the goal of scaling in the Vietnamese market and progressively expanding exports to the EU.

11/2023-2/2024: VTVBroadcom Media and Solutions - UpTop.vn

Worked in the television technology sector: spearheaded brand creation and shaped strategies for digital transformation solutions. Researched and developed advanced technological solutions for some of the most complex challenges in television—managing, storing, and processing massive volumes of data. Collaborated with international solution providers to deliver proposals and presentations directly to broadcasting stations. Built the foundational technology platform for broadcast management applications (ERP – Broadcast Traffic). Gained deep expertise in multi-tier storage, media asset management (MAM), and advanced data search solutions tailored to the broadcasting industry.

Person Information

Full name: Tran Manh Long
Sex: Male - Date of Birth: 20/1/1981
Mobile | Whatsapp: (+84) 986.918.653
Email: contact@manhlong.com
Website: https://manhlong.com

Expected salary and working conditions

Expected Salary: Negotiate according to the actual situation of the work to be implemented.

Working Conditions: If the workplace is outside of HCM (Hanoi, Da Nang, etc.), if I join the company right after the probationary month, I would like to receive a financial package to support the change of living place for about 1-2 months of official paid-working.

Summary statement

There aren't unknown things. Only there aren't known things yet. I always love to learn and research new technology solutions. I always have a lot of ideas and solutions with the desire to work and dedicate myself to the long-term success of your company. And I can build the best optimal solution from scratch and best suitable for the reality of your company. I hope to have an opportunity to develop a stable and sustainable career with your company.

Best regards,
Tran Manh Long - 0986.918.653