



PORTFOLIO 2022



Scott Do

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#marketer #managingdirector
#businessman #cryptoman #investor

Hello, I'm **Do Hong Phat (SCOTT)**

Business Man | Managing Director | Marketer | Investor | Crypto Man

10 years experience in Marketing Communication

5 years experience in Blockchain & Crypto

Scott Do

Founder of The Story Communication

#Assemble

THE STORY
Communication

ABOUT IN Marketing Communication

More than 10-year experience in marketing and brand communications, on both client & agency sides in Vietnam for B2B and B2C marketing. My role was always focused on communication and strategic planning, including conceptualization and execution.

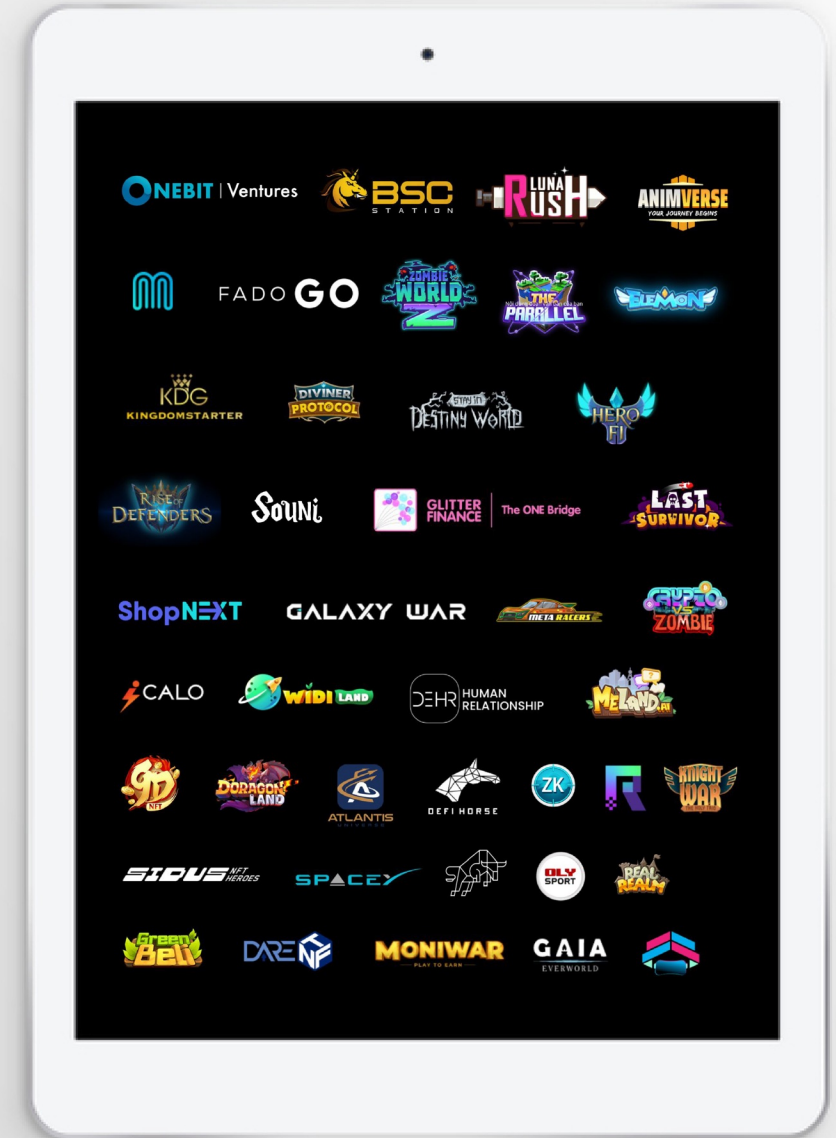
SOME OF MY HAPPY CLIENTS



ABOUT IN Blockchain & Crypto

I am also hands-on in the Blockchain & Crypto industry who can work on research & development, business model designing, raising funds, market maker, trading,...

Experience: Onebit Ventures, and more than 60 gamefi projects in which the fund has invested.





M **Y** **S** **K** **I** **L** **L** **S**



Business

Design Business Model
Sale
R&D
Finance
Training
Social media
Account management
Project Management
Negotiation
Creative Problem Solving
Crisis Management
Decision Making



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Marketing

Marketing Strategy
Digital Marketing
Branding
Event/Activation
PR
Production
After-sales services / Client
Service

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E X P E R I E N C E



Founder/ Head of Planning/ Creative

The IMC agency build ideas and strategies based on data report and current business situation, there by combining with system development and consulting on multi-platform implementation to achieve set objectives.



Time:

Apr 2019 - Present

Agency:

The Story Communication

Marketing Manager Partner

- Brand Strategy for EDSO / L XK / GABI.
- Developing short-term, medium-term and long-term overall marketing plans. according to the company's objectives, orientations and strategies.
- Building activities for every months.
- Estimate, allocate and use marketing budget effectively.
- Organizing, implementing, directing and monitoring marketing activities
- Be responsible for the efficiency of the promotion campaign.
- Market segmentation: identifying product's segmentation and building ideas, messages, etc. for each product.
- Market research: Collect market information related to competitors, market overview and use of information to improve sales and marketing activities.

Time:

May 2018 – May 2019

Clients Name

EDSO/LXK/GABI –
Fast Fashion Industry

Achievement

Increases 30-40% revenues in 1 year

The logo for 'edso' is displayed in a large, bold, black, lowercase sans-serif font. It is centered within a white rounded rectangular box with a thin black border. The background of the entire slide features a collage of financial and marketing-related images, including a laptop, a pen, a magnifying glass over a candlestick chart, and various data points and labels like 'Stop Loss' and 'Take Profit'.

Chief Marketing Officer

- Onebit Ventures is a community ecosystem, helping users to access DeFi platforms investing in the easiest, safest and most cost-effective way.
- The Onebit Ventures platform uses the Sharing Economy Model for the purpose of profit sharing, providing better liquidity farming and liquidity services to crypto expert and farmer. Depositors provide market liquidity to earn passive income in the form of our OBT tokens.
- The OBT token is the operating fuel and the governance token of the Onebit Ventures ecosystem. OBT holders can participate in liquidity farming, share transaction fees on BSC Swap, OBT Launchpool and many other profit-sharing activities on the Onebit Ventures ecosystem to maximize profits.



Time:

Aug 2021 - Mar 2022

Clients Name

ONEBIT Ventures

Senior Account Manager

- Planning, executing and managing directly projects (IMC services)
- Find more new customers to use services which are provided by company and relationship.
- Manage partner relationship, maintain the relationship between agency and clients.
- Meet up and build good first impression with client and take brief.
- Create a good motivation, brainstorm to get ideas and build working model with other departments of the company in the process of plan and execution.
- Manage the rate of progress, crisis, adjust them suitable for the current situation.
- Organize and deployment measures, optimal efficiency, increase the percentage of customers renewing contracts.
- Recognizing, summarize feedback from client, analytic causes, and measures to implement and monitor the progress of service improvement.
- Recruit and training teams.
- Manage and be responsible for the efficiency of the team's projects
- Together with Head of Digital planning in client strategy, service strategy and team strategy to build up a successful organization.

Time:

Apr 2018 – Jan 2019

Clients Name

ID Group Communication



Time:



IMC Account Manager

- Grow the client portfolio revenues to reach target goals
- Approach & follow up new client in IMC services
- Prepare, present & sell strategies, communication plan, creative concept and execution plan to clients
- Negotiate and manage Clients on behalf of company and make sure all requirements are delivered on time and beyond expectations.
- Foresee problems/issues/crisis as they arise, seeking the best solution for team/company/client.
- Recruit and training teams. Responsible for staffs' works.



Time:

Feb 2017 - Mar 2018

Clients Name

Group O Agency



Digital Account Manager

- Planning, executing and managing directly projects.
- Find more new customers to use services which are provided by company and relationship.
- Manage partner relationship, maintain the relationship between agency and clients.
- Meet up and build good first impression with client and take brief.
- Create a good motivation, brainstorm to get ideas and build working model with other departments of the company in the process of plan and execution.
- Manage the rate of progress, crisis, adjust them suitable for the current situation.
- Organize and deployment measures, optimal efficiency, increase the percentage of customers renewing contracts.
- Recognizing, summarize feedback from client, analytic causes, and measures to implement and monitor the progress of service improvement.
- Recruiting, and training teams.

Time:

Jun 2013 - Jan 2017


Clients Name

Max Group

Achievement

600,000\$ revenues

The logo for MAX GROUP is displayed in a white rounded rectangle. The word "MAX" is written in a large, bold, red, sans-serif font. Below it, the word "GROUP" is written in a smaller, red, sans-serif font. The background of the slide features a blurred image of a microphone and a laptop screen.



**I believe I'm unique compared to
the rest of the world.**



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