.elo

DIGITAL

h!

THIS IS

victor

Innovative
Growth
Intrapreneur

Dear Partners,

Kind Regards,

My name is Victor, an **innovative growth intrapreneur** with a **strong entrepreneurial mindset** and **5 years of experience** in **driving sustainable business growth**. I specialize in **defining market positioning** aligned with **intrinsic values** and **implementing innovative sales and marketing strategies** to **deliver this value effectively** to the market.

By integrating **AI, no-code solutions, and data-driven automation** into **sales, marketing, and community-building efforts**, I have successfully streamlined **lean processes, enhanced operational efficiency, and achieved measurable growth**. As a **Digital Growth Manager,** my goal is to drive scalable innovation, foster market expansion, and ensure long-term sustainable success.

Upon viewing the job posting for the **Growth Marketing Manager** position, I was genuinely excited about the possibility of contributing to your **enterprise's success**. With a vision to become a worldwide **Growth Marketing Director** within the **next three years**, I firmly believe that your enterprise represents an **exciting opportunity**—a case study in **growth and innovation** that aligns with my aspirations.

I invite you to explore **my portfolio**, which showcases my passion, knowledge, and experience for this role.

Best Regards,

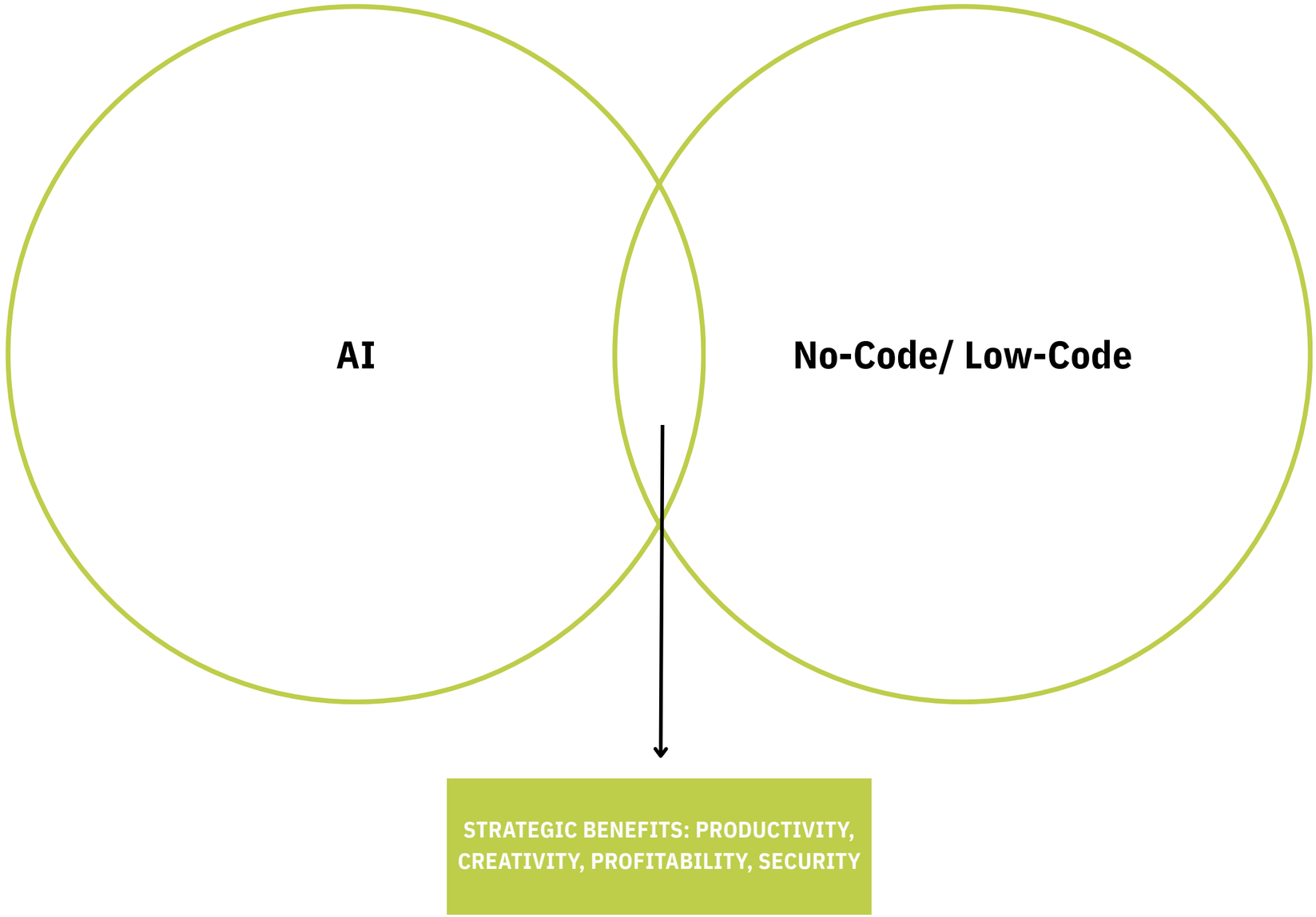
victor

A FEW DIGITAL TRANSFORMATION PROJECTS I HAVE DONE FOR MY ENTERPRISES

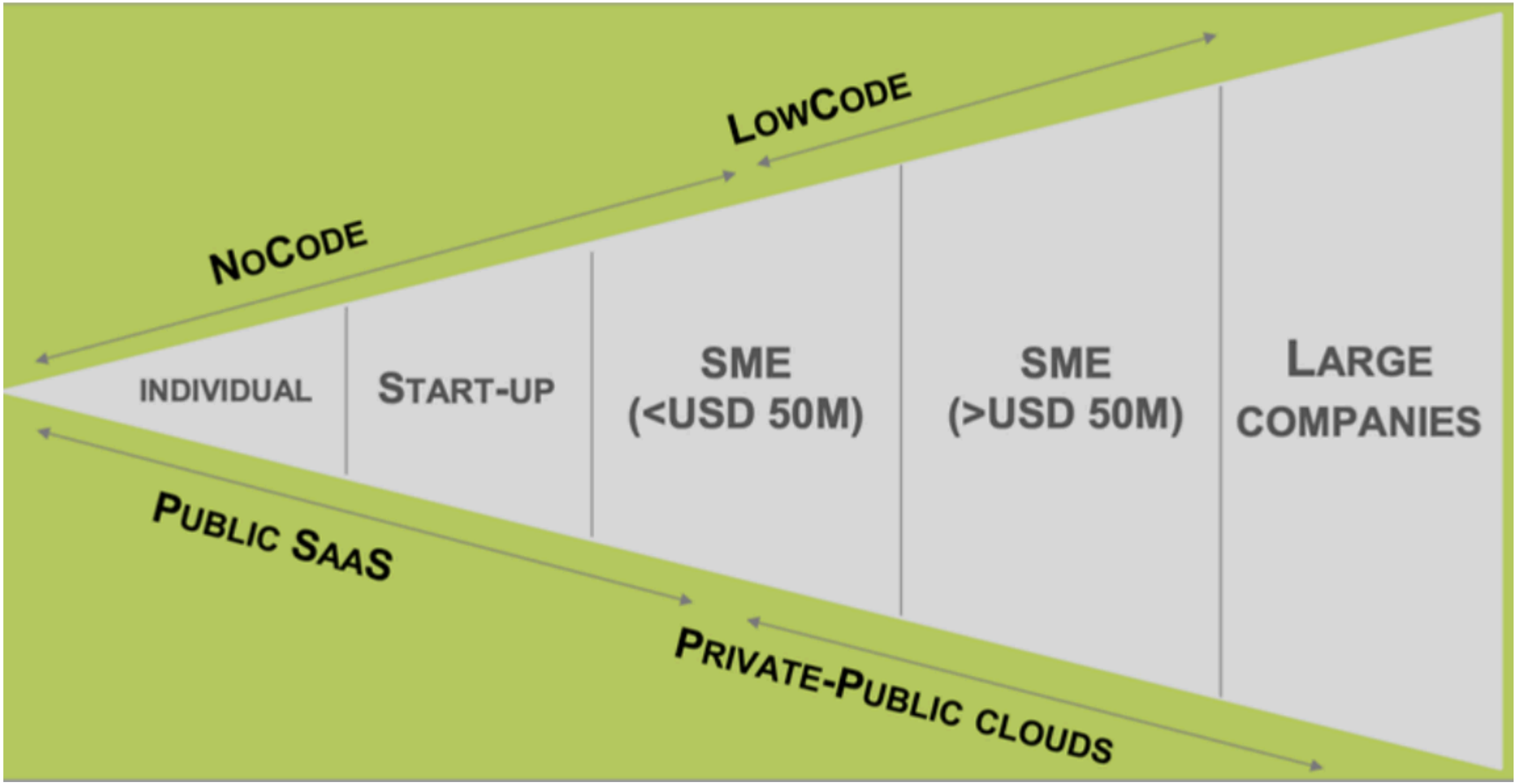
Series-A Singapore Based Start Up In Beverage Industry

Implemented a Smart Information System with AI, automation, and No-Code/Low-Code tools, driving a 3X production increase without added headcount. Achieved 100% digital traceability, consolidated 5+ tools into one system, enabled real-time inventory visibility, and supported Series A at $30M valuation with new consulting revenue streams.

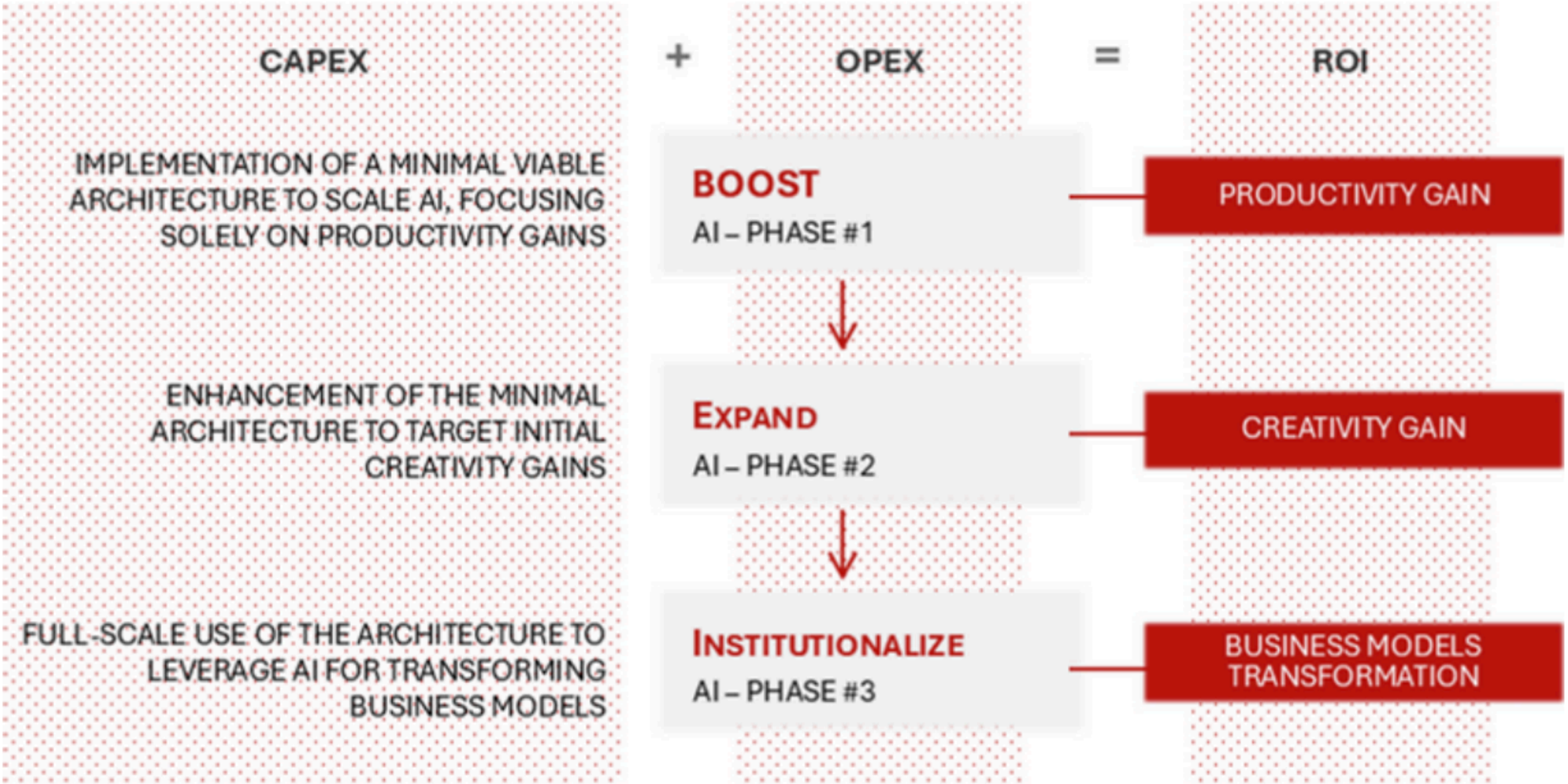
OUR APPROACH



A SCALABLE APPROACH THAT GROWS WITH YOUR BUSINESS



A STEP-BY-STEP FINANCIAL APPROACH

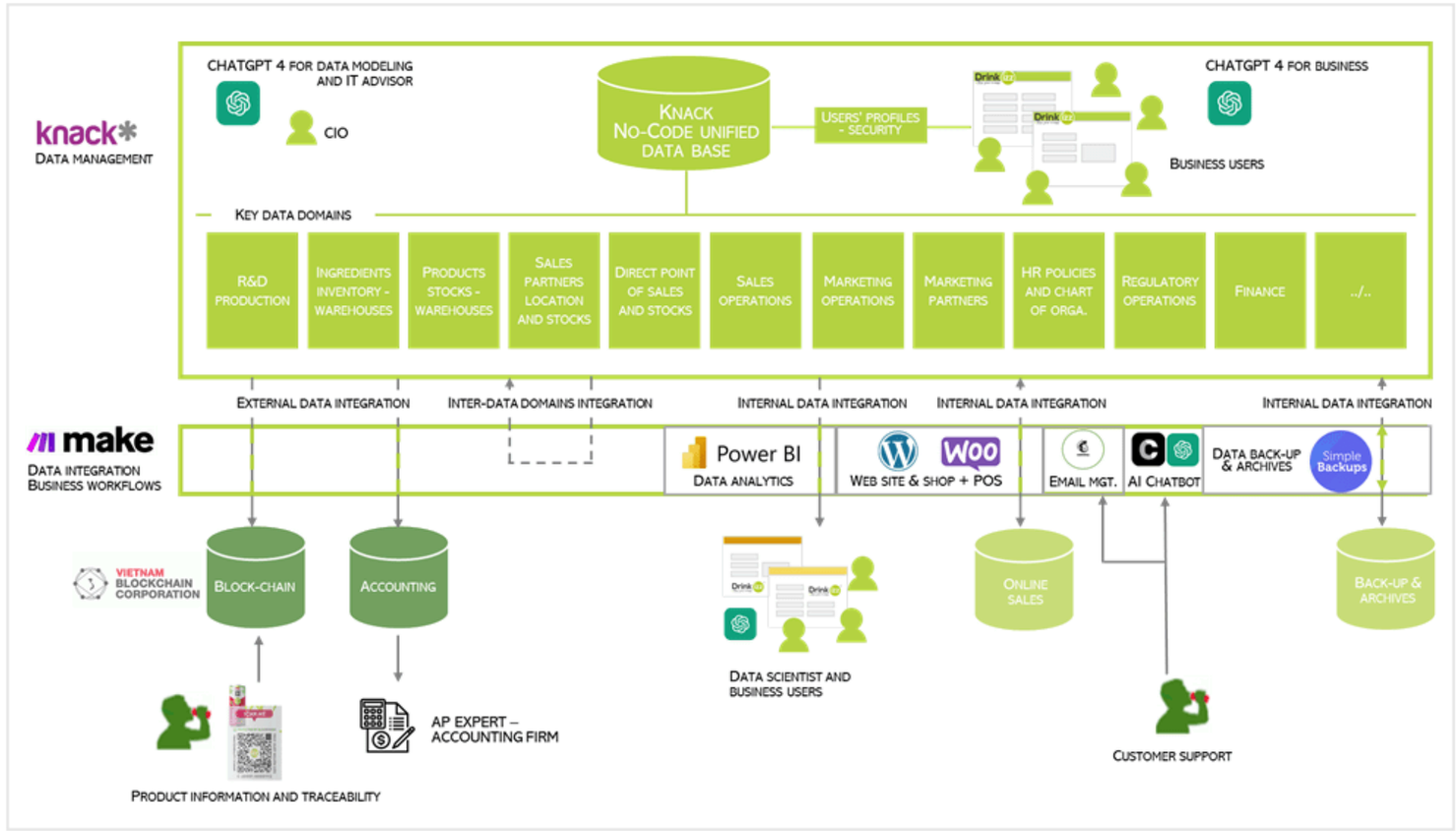


DRINKIZZ IT ARCHITECTURE

The **IT infrastructure** is built on a **NoCode Knack database**, **utilizing automation** through Make software and incorporating ChatGPT, along with various other NoCode tools to **meet all operational needs** (including PowerBI, WooCommerce, Chatbase, Mailchimp, Simple Backup, and Vietnam Blockchain International).

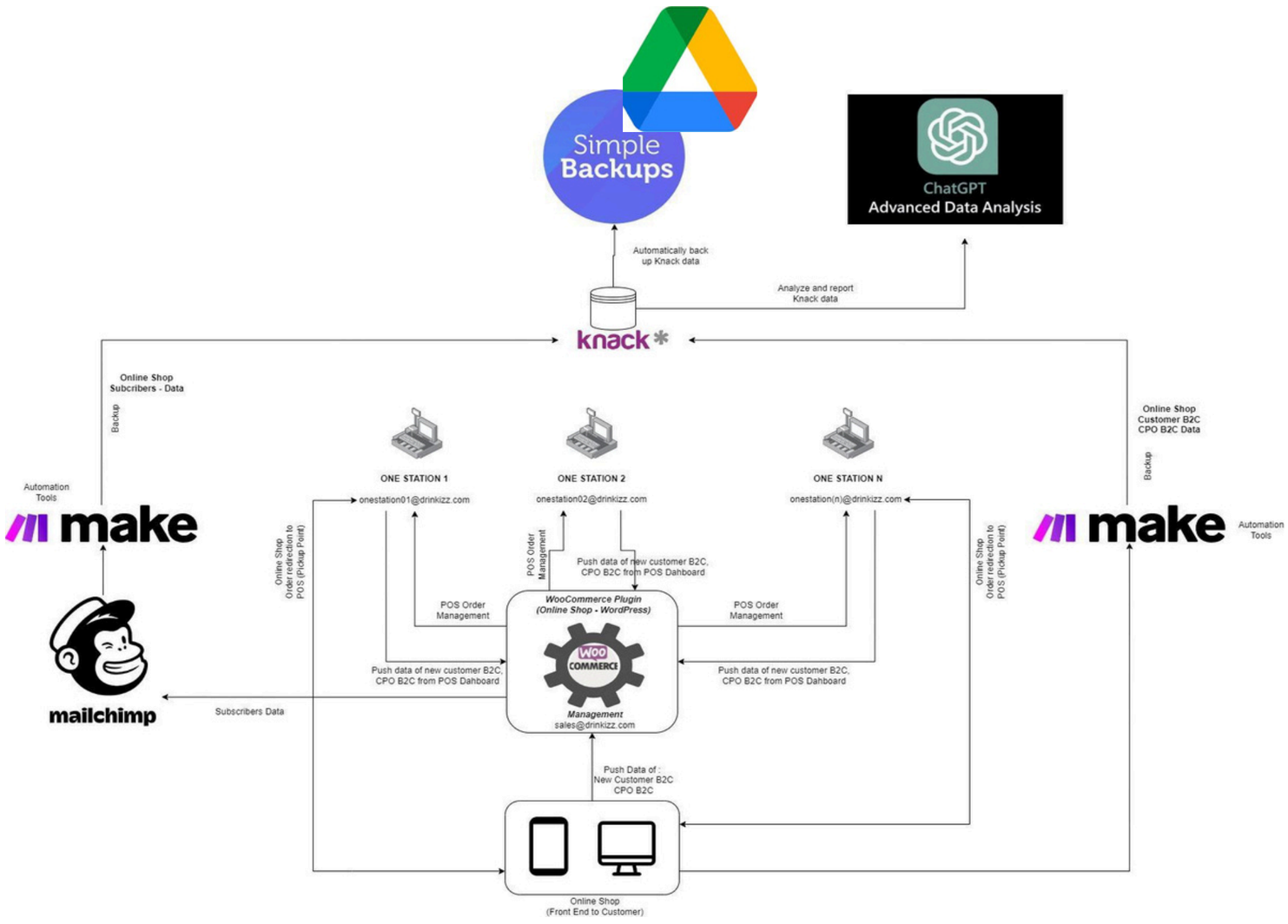
The accompanying figure provides a clear view of Drinkizz's **technical architecture**, highlighting the role of AI as various assistants for data modeling support, process automation, and knowledge exchange with clients and partners.

This figure also illustrates the IT architecture of Drinkizz, showcasing **AI's function** as multiple assistants for **data modeling support**, process automation, and facilitating knowledge sharing with clients and partners.



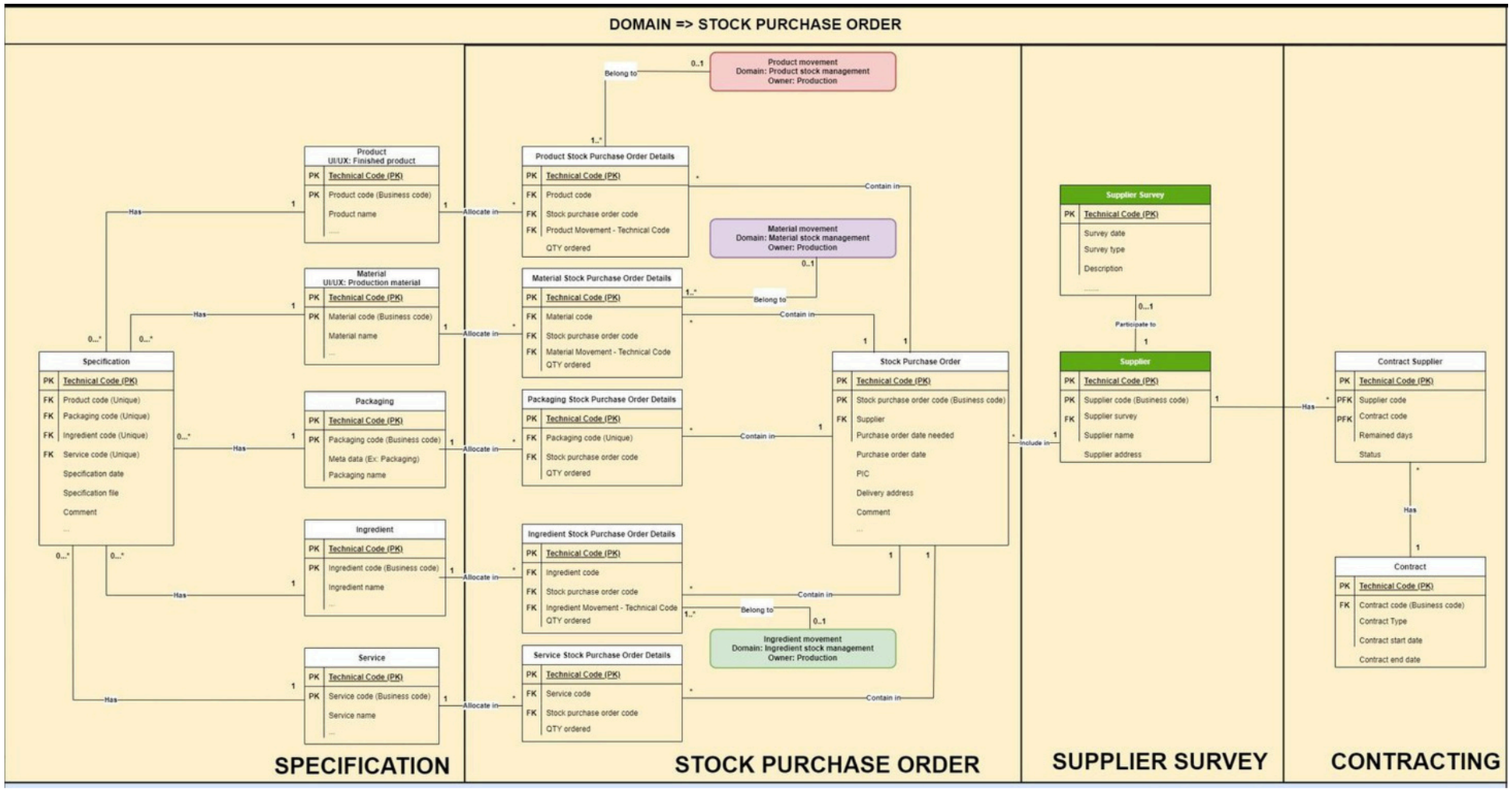
KEY DATA DOMAIN FLOW & INTERGRATION

Each **data domain** is analyzed to identify its **specific requirements and challenges**. We tailor the architecture using best practices and innovative solutions for **seamless integration** and **optimal performance.** This includes developing a robust data model that accurately reflects real-world entities and relationships, ensuring consistency across the domain. We **streamline workflows** to **enhance efficiency** and enable **faster decision-making**. Security measures are implemented to protect sensitive data and ensure compliance with regulations. By focusing on these areas, we create a **digital ecosystem** that supports current operations and fosters future growth.



DRINKIZZ DATA MODEL

By **analyzing business requirements** and **pinpointing the essential business object**, I crafted a **streamlined process** integrated with a **clear, accessible data model**. Emphasizing simplicity and efficiency with continuous feedback loops, this model transforms raw data into actionable insights. This strategic approach not only optimizes operations but also drives **agile digital transformation**, unlocking new value for the organization.



KEY DATA ASSETS

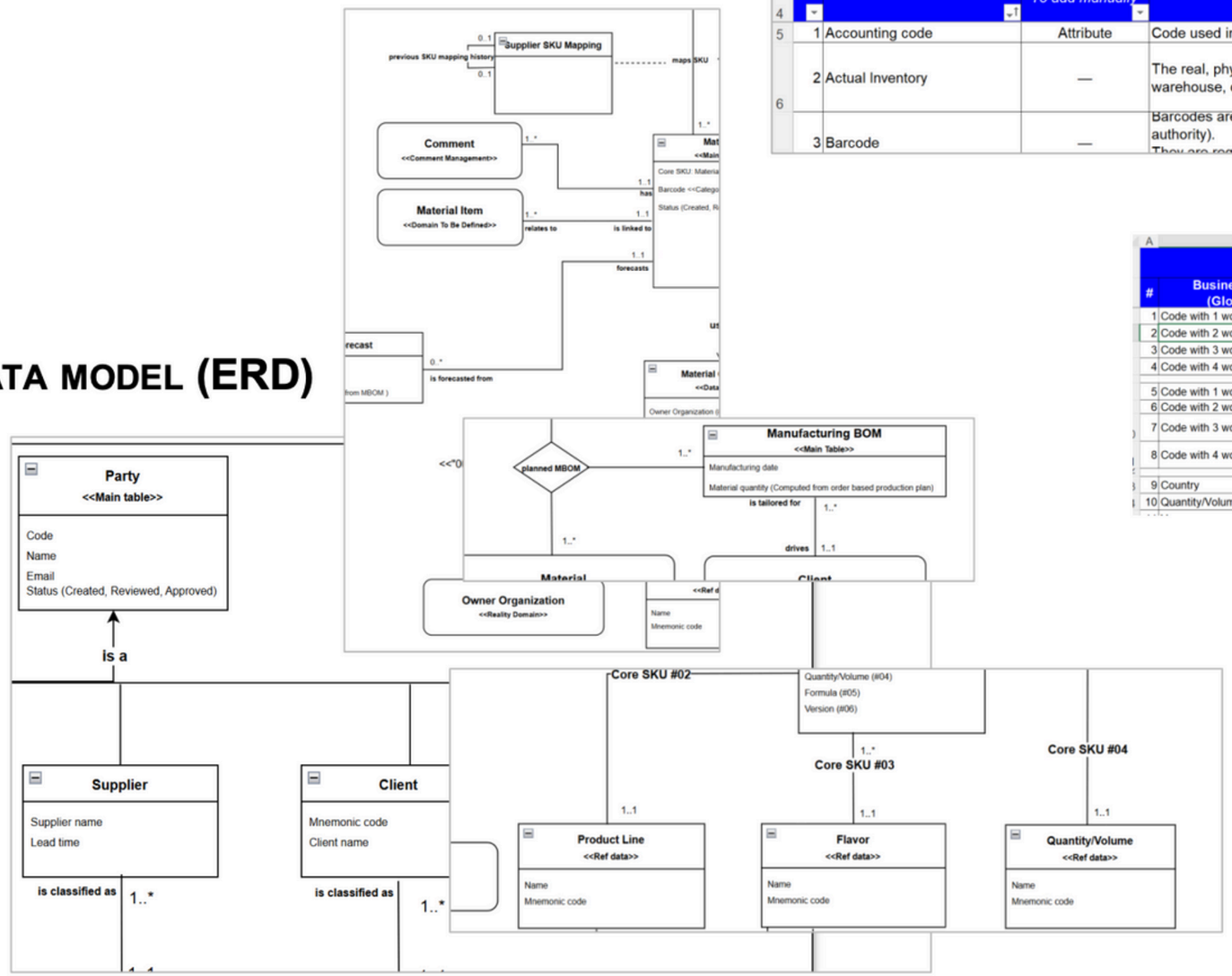
BUSINESS GLOSSARY

#	Business Term	Category *To add manually*	Definition	Synonyms
1	Accounting code	Attribute	Code used in accounting system to track SKU.	—
2	Actual Inventory	—	The real, physical quantity of materials (Material item) or products (Finished product) available in the warehouse, confirmed through daily tracking and reconciliation. Reported before 10 AM daily.	Real Stock, Physical Inventory
3	Barcode	—	Barcodes are product identifiers registered with a national standards body (Vietnamese government authority). They are requested by the ID department for each new product after production approval and are then	—

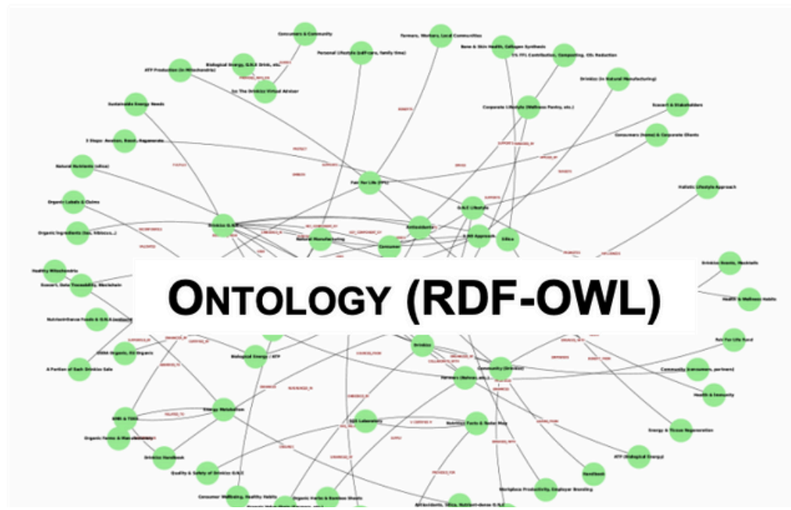
CODING RULES

#	Business Term (Glossary)	Character Rules	Explanation	Business Term (G
	Mnemonic Coding Rules for Business Terms			
1	Code with 1 word	3-character rule (Principal term – first detected)	3 first letters of the word	Inventory, Warehouse, ..
2	Code with 2 word		2 first letters of the first word and 1st letter of the second word	Production Batch
3	Code with 3 word		1st letter of first the word, 1st letter of the second word and 1st letter of the third word	Monthly Sales Plan
4	Code with 4 word		1st letter of the first word, 1st letter of the second word and 1st letter of the 4th word	Raw Material Inventory F
5	Code with 1 word	3-character rule (Duplicate detected – 2nd term)	2 first letters of the word + next distinct letter from the word	-
6	Code with 2 word		2 first letters of the first word + next distinct letter from the second word	-
7	Code with 3 word		1st letter of the first word, 1st letter of the second word + next distinct letter from the third word	-
8	Code with 4 word		1st letter of the first word, 1st letter of the second word + next distinct letter from the 4th word	-
9	Country	Follow ISO 3166-1 alpha-2 code	-	Vienam
10	Quantity/Volume	Full-character	-	10 KG, 100 ML

DATA MODEL (ERD)



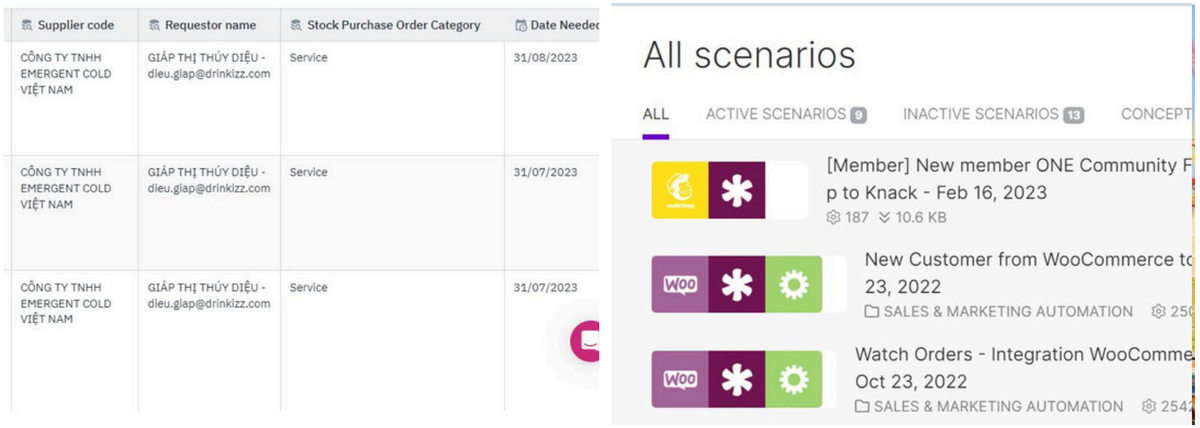
ONTOLOGY (RDF-OWL)

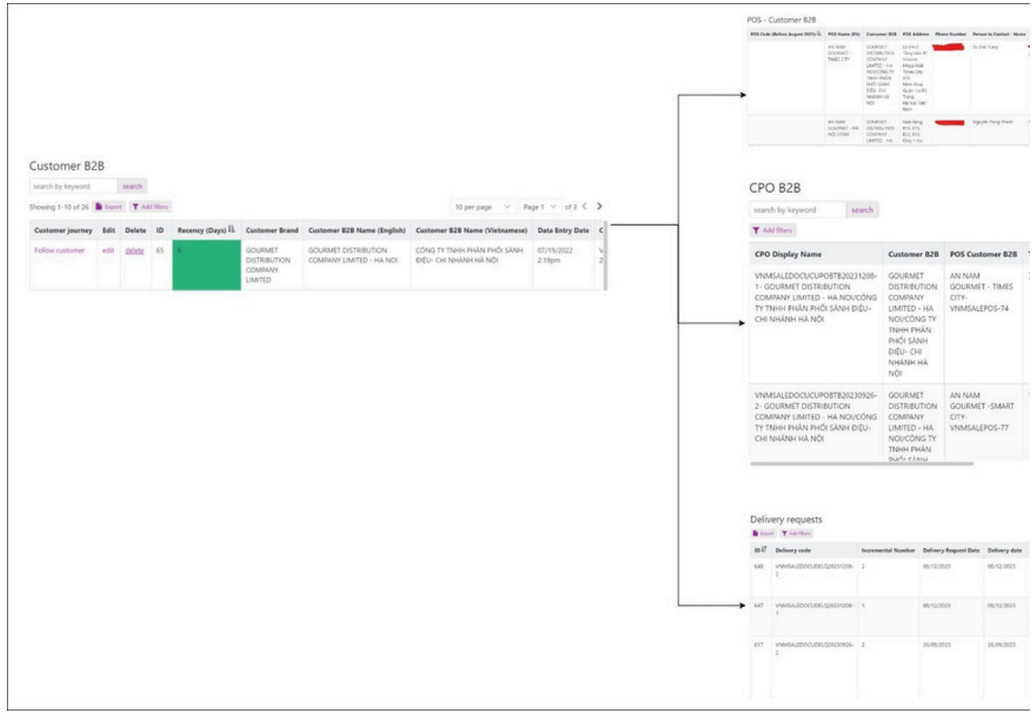


DRINKIZZ DIGITAL SYSTEM DEMO

We incorporate **traditional, scientist, fairy, nature elements** from around the world into our products to celebrate **diverse cultural values** and **share more knowledges value** for our customers.

By integrating these traditions, we not only **honor cultural heritage but also provide customers with intriguing moments** that transport them to different worlds. This approach **adds depth and richness** to our **brand offerings, fostering engagement and connection with our global audience.**





DRINKIZZ DATA EXAMPLES



MASTER DATA

Product | Company | Traceability | Distributor

I. ORGANIC INGREDIENT

Updated Ingredients Information

No	Nguyên Liệu	% trên lon	Nhà cung cấp
1	CO2 Water		Vinut
2	Organic golden cane sugar		TTC
3	Organic hibiscus flower*	6.00	Biophap
4	Organic lemongrass*	5.00	Biophap
5	Organic black tea*	4.60	Biophap
6	Organic mint*	3.40	Biophap
7	Organic lime*	2.40	Biophap
8	Organic ginger*	2.40	Biophap
9	Organic bamboo*	2.40	Biophap
10	Organic black pepper*	0.003	Biophap
11	Organic star anise	0.003	Vinasamex

*25,7% of agricultural ingredients are Fair for Life certified
Origin Vietnam

Certified organic by Ecocert SA:

USDA | fair | ECO

OPERATIONAL DATA

Product | Company | Traceability | Distributor

Production process

Production diary

Blockchain Traceability

Information is logged by **Drinkizz Ltd, Company** during the production process and guaranteed by Blockchain technology

DISTRIBUTE

Date: 21/01/2025 03:51:28

Recorded by: Drinkizz PTE.LTD

Details:

Vận chuyển bởi : TỔNG CÔNG TY CỔ PHẦN BƯU CHÍNH VIETTEL

Địa chỉ : Bình Thạnh, Thành phố Hồ Chí Minh

Images:

viettel post

KNOWLEDGE GRAPH

Izz_The Drinkizz Virtual Advisor

Hi! I am Izz, the Drinkizz Virtual Advisor. How may I help you now?

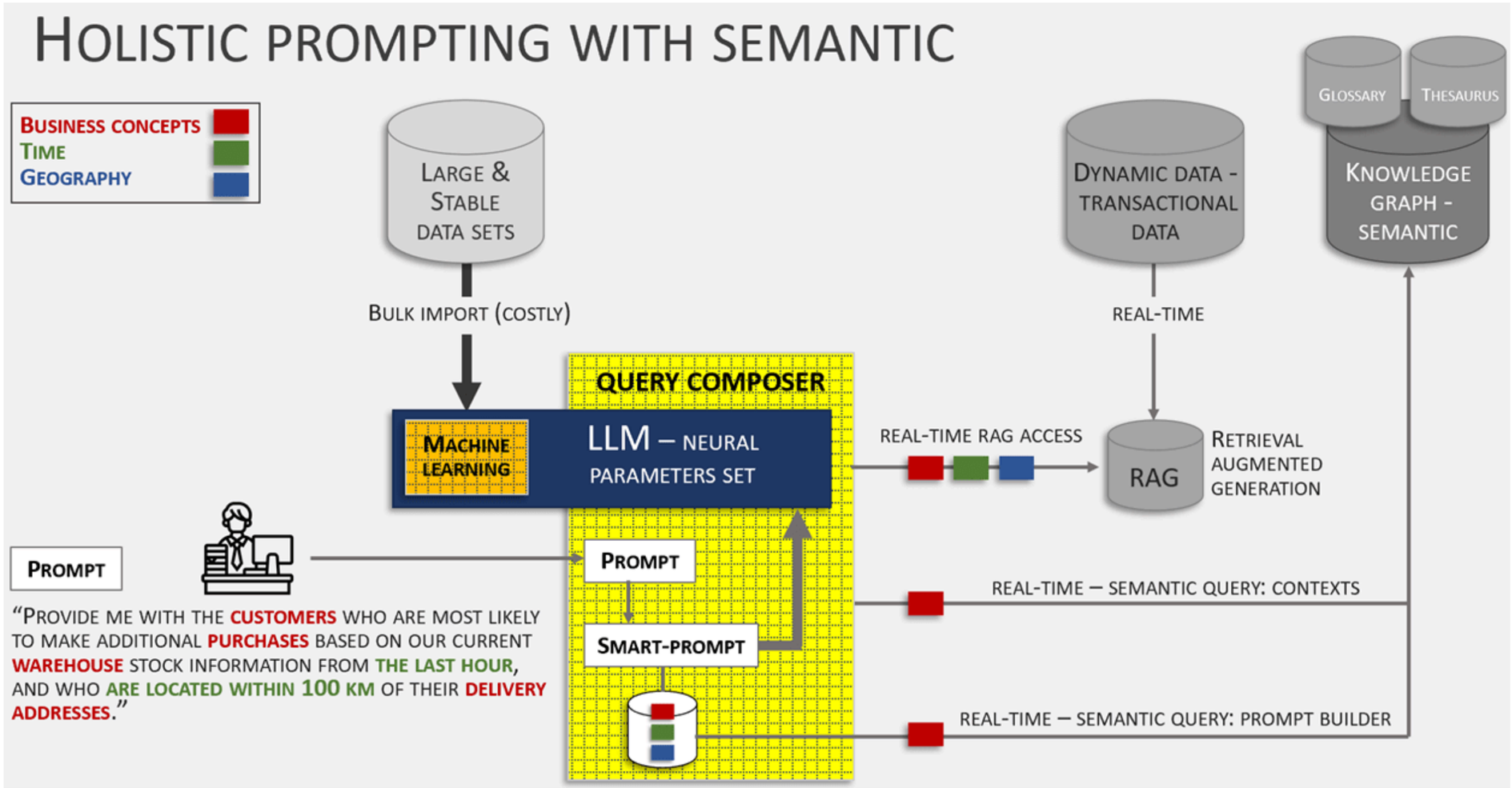
What is micocondria?

Mitochondria are small organelles within your cells, often referred to as the cell's energy factory or power-house. They are descendants of an-cient bacteria that evolved endosym-biotically over 2 billion years ago. Mitochondria play a central role in your body's metabolism by convert-ing energy from food into ATP, the energy currency of cells. They also help in the metabolism of immune cells, signaling and hormone balance, and have antiviral properties. Healthy mitochondria are essential for pre-venting energy deficiency, aging, and

Message...

AI INTERGRATION

With the **Semantic Modeling & Data System**, we applied **RAG (Retrieval-Augmented Generation)** to enhance real-time decision-making by integrating structured knowledge graphs and dynamic data access. This approach optimizes **semantic querying**, ensuring context-aware, cost-**efficient insights for businesses**. By **leveraging LLMs and machine learning**, organizations can **drive smarter automation**, personalized experiences, and improved operational efficiency in **their digital transformation journey.**



AURASELL

30M Seed Fundraising - AI Native Information System Start-Up

Successfully developed and deployed an AI-Native Sales Information System, replacing traditional ERP through Semantic Modeling and Knowledge Graph integration within a SOA architecture.

This technological disruption and execution capability were key drivers in securing $30M seed funding, positioning the company as a pioneer in AI-native enterprise systems.

PHUNG GIA
Feng Shui

#1 Fengshui Enterprise in Vietnam.

I developed a comprehensive digital & AI Transformation strategy and implemented a digital system that transformed operations, reducing OPEX from 60% to 40% and shifting the organizational culture to a data-driven mindset.



Series-C US Based Start Up In Fintech Industry

I spearheaded the digital transformation of payment experiences and finance management systems. I optimized our financial infrastructure to streamline processes and reduce fees for SME enterprises.

HENO

ACCREDIFY

Brighton Investments

GC food
Safe Food - Happy Life

f2tech.asia

Hanoimilk

AND OTHERS

Job Opportunity?

This is my Digital Portfolio
If you find it appealing, let's discuss further about the job opportunity.

victor
Innovative
Growth
Intrapreneur

THANK YOU!

My Fullname is
Giáp Nguyễn Hải Dương

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duonggiap.work@gmail.com

Vietnam

victor