

# VO MINH NHU

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## EDUCATION

Western Sydney Vietnam

Major: Marketing (Undergraduated)

## SKILLS

### 1. ENGLISH

- IELTS
- Study in an international school that requires me to use English everyday

### 2. Microsoft Office

- MOS Certificate (Microsoft Office Specialist)
- Familiarity with Words, PowerPoint, Google Docs, Drive, Slide,...

### 3. Editing Skill

- Adobe Photoshop, Illustrator (NGOs - Company Insider: Designer - 4 months)
- Using Canva for studying

## EXTRACURRICULAR ACTIVITIES

### COMPANY INSIDER (NGOs)

Designer | September 2020 - January 2021

In the marketing team, I am responsible to shape the visual aspect of online platforms for Company Insider

- Producing 20 posts' images by using Adobe Illustrator
- Contributing to team efforts by accomplishing tasks as needed

### VIETNAM ONLINE CAREER FAIR (NGOs)

TikTok Planner | March 2021 - May 2021

#### Responsibilities

- Brainstorming to come up with ideas and produce content for short videos
- Working closely with TikTok Talent to edit videos and upload on TikTok

#### Achievements

- Learning how to use CapCut App for video editing
- Producing Tiktok clips getting a medium-high view of 6956 and 5154

## WORK EXPERIENCE

### ENVZONE

Content Creator Intern | January 2021 - March 2021

- Produce English blogs that mainly targets SMEs with business news/information about
- Learn to make the content basing on the SEO standards

### iSMART EDUCATION

Event Coordinator | (July 2019 - March 2020)

In the event team, my job is to collaborate with my teammates to run English events for

- Elementary student in Ho Chi Minh City
- Support team leader to manage all event set-up, tear down and follow-up processes
- Addressing potential problems that may arise

Vice Head of Marcom Team & Leader of Customer Relationship Management Team | May 2021 - Present

#### Responsibilities

- Leading a team of 5 members to do the scope of email marketing and customer servicing.
- Planning for weekly email marketing campaign by using Mailchimp, Mail Merge, Hubspot, Alchemy
- Keeping track of registration data from the Landing Page, then reporting it to the CMO in order to give suitable strategies when experiencing a slow data's growth rate

#### Achievements

- Running more than 30+ email marketing campaigns for more than 30+ webinars within 1 month
- The average conversion rate is approximately 50% with 4 times having a full room of 300 participants in Zoom.
- Getting more than 7,000 event's registration forms within 3 weeks