

# LAI TUAN KHANG

## MARKETING MANAGEMENT TRAINEE

(+84) 929 552 057 | laituankhang2001@gmail.com | Hanoi, Vietnam

---

### PERSONAL SUMMARY

Having a passion for Marketing since freshman year, I have the ability to manage and executive a Marketing Strategy effectively. I want to utilize Marketing and Communications as a means to bring meaningful value to customers and businesses.

### EDUCATION

#### FOREIGN TRADE UNIVERSITY

##### International Business and Economics | 2019 - Present

- GPA: 3.5/4
- Entrepreneurship: TOP 3 best Start-up project.

### WORK EXPERIENCES

#### GARENA FREE FIRE PAKISTAN

##### Social Media Collaborator | 2019 - Present

- Maintained Free Fire's players' interaction on social media by creating a Content Plan of more than 100 interesting contents and events per month (on Facebook, Youtube, Tiktok).
- Gave recommendations for improvement after evaluating the interaction indicators of all social media.

#### TOTAL FASHION

##### Marketing Executive | 6/2021 - 12/2021

- Launched 2 new fashion brands to penetrate the market by preparing Brand Profile and Portfolio.
- Accelerated sales by 46% by managing and executing the Promotion Plan for Shopee and Facebook.
- Increased fanpage by 3000 likes in 1 month by creating promotion and engagement content per week.

#### FAM AGENCY

##### Planner Intern | 10/2020 - 6/2021

- Assisted Senior Planner to create IMC Plan for 3 brands (Beauty, Furniture and Motorcycle)
- Organized how to maintain interaction on a 100.000 members' recruitment group.
- Improved reaches and engagements of Agency's Fanpage by 103% by creating content daily.

### ACHIEVEMENTS

#### BAN LINH MARKETER - SEMIFINALIST

##### Foreign Trade University | 7/2021

- Promoted an IMC Plan of MB Bank and Wall's Ice cream with creative Insights and Ideas.
- Collected customers' insights of Internet Banking market by managing an in-depth interview with N=14.

#### MARKETING HIVE 2021 - RUNNER-UP

##### Diplomatic Academy of Vietnam | 5/2021

- Redesigned Logo, Tone & Mood, POSM based on Gen Z Insight analysis.
- Applied Social Listening to evaluate the Brand Health of Ding Tea and 3 other competitors.

#### KING OF MARKETING 2021 - TOP 3

##### Academy of Finance | 11/2020

- Created an IMC Plan for Techcombank's "Employer Branding" campaign.
- Innovated with creative Insights and Ideas by analyzing secondary data and interviewing.

### CERTIFICATIONS

#### IELTS 6.5

British Councils | 2020 - Present

#### ICDL DIGITAL MARKETING

ICDL Vietnam | 2021