



DIEP NGUYEN

ABOUT ME

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MBTI: INTJ

DOB: 17th Jan 2000

EDUCATION

Van Lang University

Sep 2018 – May 2022

Public Relations – Communication

Overall GPA 7.99/10

COURSES & CERTIFICATIONS

EF SET

EF SET English Certificate C1

Tomorrow Marketers

Data Analysis

The Trainee Club

Business Problem Solving Foundation

SKILLS

Time management
Project management
Data-driven thinking
Communication
Democratic leadership

WORK EXPERIENCE

Pharmacy New Store Opening Marketing Specialist

Jan 2022 – Present

- Planning and implementing over 150 store soft openings and 50 store grand openings monthly
- Ensuring all POSMs are available instore before store appraisal and soft opening.
- POSM inventory control, additional production planning

Pharmacy Marketing Intern

Jan 2021 – Dec 2021

- Supported Marketing Department to build a POSM management system (a digital transformation project)
- Supported Customer Insight team to analyze customer daily feedback and analyzed pharmacists feeling after the company policy change
- Executed monthly co-marketing campaign and reporting to brand partners (vitamin & supplements, beauty, healthcare, medicine, personal care)

EXTRACURRICULAR ACTIVITY

Faculty of Public Relations and Communication, Van Lang University

Teaching Assistant for Integrated Marketing Communications

Feb 2022 – May 2022

- Supported lecturer to take attendance and to organize classes
- Added real marketing cases to demonstrate the lectures
- Consulted students on their final semester IMC plan

Khoi – Spring Festival of Nguyen Hue High School 2020

Core Organization – Marketing Communication Affairs

Oct 2019 – Feb 2020

- Analyze students' need for project planning
- Planned, created, and monitored posts on social media fanpage. At the end of the project, the fanpage had had over 3000 organic followers
- Planned and organized offline events: ticketing; merchandising
- Over 4500 tickets had been sold with around VND80.000.000 profitability