

Duong Thi Nhat Ly

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ABOUT ME

An enthusiastic, passionate and goal-oriented Marketing student who is constantly looking for self-developed opportunities. I have experience in strategic planning, project coordination and currently aim to contribute such creative and impactful ideas as well as deliver meaningful values for business.

EDUCATION

UEH - International School of Business | Bachelor of Business Program

Ho Chi Minh City | Now – 03/2026 (Expected graduation)

- **Major:** Marketing
- **GPA:** 3.36 / 4.0 (previous trimester)
- **Relevant coursework:** Digital Marketing, Strategic Marketing Management, Brand and Product Management, Marketing Communication,...

WORK EXPERIENCE

Vice Manager of Communication Department | Xuan Ngat Nguong Music Show

Ho Chi Minh City | 10/2024 - 01/2025

- Created and implemented a communication strategy with 3 stages, enhancing awareness and engagement.
- Ensured consistent coordination of communication objectives across both online and offline activities.
- Launched a new Facebook fanpage, storytelling about the event's behind-the-scenes stories.
- Led the team of 15+ members relating to creating content, designing social media posts and event's merchandise as well as idealizing stage led visuals.
- Achieved 3,500+ participants in the music show from various high schools in Ho Chi Minh City.
- Achieved 600,000+ reach, 10,000+ engagements and 1,000+ new followers for a 40,000-follower fanpage within 4 months.
- Achieved 6,000+ engagements and 1,500+ new followers for a new launch Facebook fanpage within the first 3 months.

Member of Public Relations Department | ISB Event Team

Ho Chi Minh City | 02/2023 - 01/2025

- Organizing 10+ events for UEH-ISB students in 2 years.
- Creating social media posts on Facebook fanpage with 25,000 followers.
- Researching and catching up with current trends to produce engaging videos, designed visuals and captured event photos.
- Developing communication timelines for such events to enhance engagement and participation.
- Leading and coordinating media plan for the Orientation Week of 1,000+ new ISB students, achieving 77,000 reaches and 1,000+ engagements in 2 months.

SKILLS

Languages: English (Advanced) & Chinese (Beginner)

Hard Skills: Microsoft Suite (Words, Excel, PowerPoint) and Adobe Suite (Photoshop, Illustrator, Lightroom CC, Premiere Pro), Canva, Capcut

Soft Skills: Project Management, Communication, Content Creation