



# BRAND & COMMUNICATION INTERN

## NGUYEN PHAN HA UYEN

**Email:** [uyenha1205@gmail.com](mailto:uyenha1205@gmail.com)

**Phone number:** 0799 282 641

**Address:** Tan Phu District, HCMC

**Linkedin:** [Uyen Nguyen](#)

**Portfolio:** [Ha Uyen](#)

### SUMMARY

I'm a creative, strategic, and detail-oriented marketer with hands-on experience in campaign coordination, content creation, market research, and customer relationship management. I also bring skills in social media management to develop and execute marketing strategies that drive brand growth. With a passion for impactful storytelling and data-driven planning, I strive to contribute to innovative marketing initiatives that fuel long-term business success.

### WORK EXPERIENCE

#### Marketing Intern at Viet Nu Trading Corporation

Jan 2023 - July 2023

- Managed social media platforms like Facebook, Instagram, and TikTok (SVR and Topicrem) to enhance brand presence and engagement. Created 20+ monthly content and allocated a budget suitably for running advertising on these platforms.
- Planned and executed comprehensive marketing campaigns. Successfully completed 'Campus Tour' campaign to drive more brand awareness among young customers.
- Developed and communicated with influencers, public relations, and other stakeholders to build strategic relationships.
- Monthly reported and analyzed brand performance metrics on social media platforms.
- Developed strong skills in digital marketing, strategic planning, and stakeholder management.

#### Sales & Marketing Intern at The Gioi Tre Wine Distributor

August 2024 - Jan 2025

- Conducted market research to identify potential customers and business opportunities, supporting lead generation efforts.
- Managed a portfolio of 50+ customers, including both B2C and B2B clients, ensuring high customer satisfaction and retention.
- Provided support in sales negotiations, pricing strategies, and customer service, contributing to revenue growth.
- Assisted in planning and executing a digital marketing plan, including social media promotions and products (Chivas Regal, Johnnie Walker, Hennessy, Macallan brand)

### EDUCATION

#### Bachelor of Digital Marketing at RMIT University

2022-2025

- GPA: 3.2
- Minor: Human Resource Management

### ACADEMIC ACHIEVEMENT

- **Top 5 winners** Research Competition GreenfeedXRMIT about Human Resource Management

### SKILLS

- **Research and Analysis** – Skilled in consumer insights, competitor research, and data-driven decision-making.
- **Digital Marketing** – Expertise in social media marketing and campaign performance tracking.
- **Brand & Content Strategy** – Skilled in brand management, storytelling, content creation, and advertising campaigns.
- **Stakeholder & Project Management** – Strong ability to collaborate with cross-functional teams, manage vendors, coordinate campaigns, and ensure smooth execution.
- Communication, multitasking, adaptability, problem-solving, and teamworking.