



Thoa Tran Thanh Kim

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PORTFOLIO

ABOUT ME

Eager to expand my academic horizons and with a proactive approach, I am seeking opportunities in domains of **Social Media Marketing** and **Advertising** to gain profound insights and drive organizational growth. I am enthusiastic about leveraging my competencies to support the attainment of strategic objectives.

EDUCATION

Sep 2021 - May 2025
(Expected)

University of Economics and Law

Ho Chi Minh, Vietnam

Bachelor of Marketing

- **GPA:** 3.6/4.0

Skills:

Content Planning/ Writing

Project/ Event Management

Market Research

Making Reports

Web/ Graphic Design

WORK EXPERIENCES

Aug 2024 - Apr 2025

SNOW Corporation

[Youtube channel](#) - [in-app ZEPETO](#)

Jaeguchi Creative Intern/ Trainee - Marketing and Communication Department

Responsibilities:

- Planned and executed **weekly content** for social media platforms (YouTube & in-app, sometimes TikTok and Instagram).
- Stay up date with **social trends** and grab key **insights**, resulting in the creation of 1-2 new templates per month for series content.
- Conducted **weekly performance reports** on content effectiveness (Reach, Impressions, CTR, CR) across social media platforms and proposed solutions.
- Edited **long-form videos** for a YouTube channel with **5M+ subscribers**.

Recognition:

- Increased YouTube channel subscribers by **over 400K**, equating to an **8% growth** in a 6-month internship period, with new viewers increasing by **17%** in January.
- Gained **10K+ followers** on in-app ZEPETO from 62K+ to 74K+ followers.

Feb 2022 - Present

Freelancer

Responsibilities:

- Create impactful proposals for academic business competitions.
- Social posts designer and content writer.
- Edit subtitles for videos.

Nov 2021 - July 2023

FESE Group

[Fanpage](#)

Vice Head of Marketing and Communication Department

Responsibilities:

- Created social media plans weekly/monthly and designed items posted on Facebook with **22K+ followers** and Instagram for internal activities.
- Organizing Committee of a nationwide financial academic competition with the participation of **1K+ individual investors** and **50+ teams**.

Recognition:

- Facebook Fanpage likes have increased by **over 15%** for a year.
- Reached about **50K people** for the academic competition campaign.

STACKS

Adobe Suite

Microsoft Office

Google Analytics

Google Suite

Canva

CapCut

LANGUAGES

English - Toeic

- RL: 830/990
- SW: 320/400

Vietnamese

Advanced

Korean

Basic

CERTIFICATES

Coursera | Meta Social Media Marketing | Content Marketing

LinkedIn Learning | SMM: Strategy and Optimization

REFERENCES

Mr. Kang Byung Jun - [ZEPETO Brand Manager](#)

Ms. Mone Nguyen - [Jaeguchi Team Leader](#)