

HUYNH HUU NGHIA

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District 7, Ho Chi Minh City

[My Portfolio](#)



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CHARACTERISTICS & SKILLS

- **In daily life:** Generous, sociable, creative
- **In the aspect of work:** Fast-learning, flexible, responsible, strong teamwork spirit, willing to learn mindset
- **Outstanding skills:**
 - Creative ideas
 - English and Chinese communication (Low advanced)

EDUCATION

❖ University of Economics Ho Chi Minh City

- Major: International Business
- Grade Point Average: 3.46/4.0

WORK EXPERIENCE

❖ MTrading (remote)

October 2024 - Present

Content Executive Vietnam (6 months contract)

Main responsibility: Drive localized content strategies to align with global campaigns, ensuring consistency and effectiveness across markets.

- Lead content creation, including promotion emails, video scripts, website content, translation, ...
- Collaborate with the global team to maintain unified messaging across regions, contributing to campaign ideas and short-term promotions.
- Oversee all content-related tasks for quarterly and monthly promotions.
- Support additional marketing activities, including the production of marketing materials and corporate gifts.

❖ MAC Media (Collaborator)/ Freelance

June 2024 – October 2024

Project Collaborator

- Execute social and digital plans for 3 real estate projects in Hai Phong and Ho Chi Minh City.
- Write social content, ads, seeding caption and direction, and video scripts.
- Brainstorm communication concept and strategies.
- Develop communication pillars and content angles.
- Generate creative ideas, key hooks...

Projects Media Communication

- Manage promotional activities to attract audiences and enhance visibility for various projects and campaigns across multiple social media platforms.

- Develop content strategies.
- Create engaging content, including social media posts, video scripts, and campaign messages.
- Oversee social media platforms & implement community engagement initiatives.

❖ **Thang Long Real Group**

June 2023 – June 2024

Marketing Executive

- Join quarter marketing campaign: campaign ideas, in charge of following the social media plan.
- Create social post, content landing page, emails in Vietnamese and English.
- Oversee content updates and ensured accuracy and consistency through CMS.
- Participate in and prepared for big events and mini events: briefing, creating proposals, reviewing quotations...
- Follow digital plan: orientation, financial allocation, target audience allocation, seeding...
- Administrate internal digital platforms.
- In charge of contacting influencers, KOL, KOC.
- Join production process of marketing publications: project video, TikTok video, campaign photo set.

❖ **DKSH Vietnam**

July 2022 – January 2023

Activation project administrator (internship)

- Join Heineken Vietnam activation campaign as actual field supervisor of the Tiger Crystal Summer Activation 2022.
- Join Nivea Beiersdorf, and Brand's campaign as an assistant in personnel.
- Work with vendors to manage and execute production tasks.
- Supervise actual field activation activities.
- Congregate and revise weekly report from field team.

❖ **Freelance**

October 2019 – Present

Event

- Developed ideas, proposals, and budgets; coordinated with partners and suppliers.
- Operated and executed event programs.
- Managed personnel: MCs, promotional staff, singers, tea-break arrangements, etc.
- Supervised and monitored event scripts.

Tutor

- English and Chinese speaking tutor for office workers.
- English and Math tutor for secondary school students.

❖ **Spuren Company Ltd**

May 2021 – May 2022

Operator, Content Writer

- Member of SWIO project – an online ticket booking application. Discover and comment application's bug.
- Write posts and design on social platforms, website.

❖ **Jidai Japanese Language Center & Do Nhan Education Center**

August 2019 – June 2020

Operator, content writer

- Write posts and design on social platforms.
- Prepare the documents for teachers and classes.

CERTIFICATIONS & ACHIEVEMENTS

- Chinese Proficiency Test Level 4 + HSKK (Speaking Low Advanced)

October 2024

- Certificate of Achievement TOEIC September 2022
- Certificate of Fundamentals of Digital Marketing May 2022
- Certificate of Confucius Culture and Tourism Envoy in Shan Dong, China September 2021
- Certificate of Digital Literacy IC3 October 2020