



# NGUYEN TRUONG PHUONG THUY

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in [Phuong Thuy Nguyen](#)

📍 District 10, HCMC

## ABOUT ME

I am a final-year student with a strong passion for Marketing & Social Media. I am eager to learn from experienced professionals and apply my skills to real-world challenges. I believe that with my motivation and responsibility, I can make a valuable contribution to your company.

## EDUCATION

### University of Economics Ho Chi Minh City

- Business Administration GPA: 3.69/4.0
- Marketing GPA: 3.45/4.0

## WORK EXPERIENCE

### Social Media Intern (March 2024 – Present)

#### Avela Education

- Brainstormed and developed innovative content ideas for social media platforms (Facebook, Instagram, TikTok) to engage our target audience.
- Created and proofread engaging articles, captions, scripts and other marketing copy for all social media channels.
- Supported in tracking social media performance metrics and contributing to basic performance reports.
- Managed in planning, organizing and executing online and offline events, including webinars and school tours.
- Research potential partners and sponsors for Avela's events.

### Marketing Executive (Jun 2024 – Oct 2024)

#### The Joy Box

- Brainstormed and executed content plan and IMC plan.
- Collaborated with 10+ influencers, evaluated and managed affiliate marketing.
- Reported digital ads campaigns and customer insight after campaigns.
- Managed and uploaded products information for brand on E-commerce platforms, Facebook, Instagram.

### SEO Content Collaborator (Feb 2023 – May 2023)

#### Bach Hoa Xanh

- Created SEO articles on social media with 50+ articles each month.
- Uploaded and checked SEO articles weekly on Website.

### Mentor of SUGAR Vietnam (Mar 2022 – Dec 2022)

#### SUGAR Vietnam

- Managed members, developed and executed strategies.
- Supported looking for sponsor, prepared sponsorship proposals and presentations.
- Participated in organizational meetings and internal activities.

## **Leader of Public Relations Department** (May 2022 - Sep 2022)     **VietAbroader Club HCM**

- Developed and evaluated strategies, included event plan and budget plan.
  - Developed and maintained relationships with key stakeholders.
  - Created and uploaded social posts on social media platforms, collaborated with 20+ influencers, executed IMC plan for an event "THAU TO".
  - Organized "THAU TO" event with more than 100 attendees, increased 150+ followers on fanpage within 2 weeks.
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### **CERTIFICATION**

- Digital Literacy Certification (IC3).
  - TOEIC (Listening & Reading).
  - Third Prize - Young Researchers Competition of University of Economics Ho Chi Minh City.
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### **RELEVANT SKILLS**

- Creativity skill to develop unique concepts and approach that differentiate projects or campaigns.
- Writing skill to craft clear, concise and compelling written content for brands (reports, social media, marketing materials).
- Project management skill to plan and execute projects from initiation to completion, defining scope, objectives and deliverables.
- Flexibility to adapt quickly and effectively to changing priorities, unforeseen circumstances and evolving project requirements.