



VĂN NGUYỄN HOÀNG TRÂN

Brand & Communication Intern

CONTACT

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- District 7, HCMC

EDUCATION

Western Sydney Vietnam

Bachelor of Business | Major: Marketing
2021 - 2025

Le Quy Don Highschool for the gifted

Major: Literature
2018 - 2021

SKILLS

- Management Skills
- Creativity
- Digital Marketing
- Negotiation
- Critical Thinking
- Leadership

TOOLS



LANGUAGE

- English (Advanced)
- Vietnam (Native)

ABOUT ME

As a recent graduate with internship experience in Marketing, I am eager to grow in integrated communication and brand strategy. I have a strong foundation in digital marketing and event planning, with experience crafting campaigns across platforms like Facebook, TikTok, and Instagram. I'm excited to apply my skills to enhance brand perception and drive effective communication

EXPERIENCE

- Marketing Intern** *March 2025 - June 2025*
PHU HUNG SECURITIES (PHS)
 - Social content:** Produced 40 monthly posts and managed Facebook & TikTok content; created short-form videos
 - Achievement:** On Facebook, **total 81.7K views, 151.1% increase in Content interactions** within 2 months. On TikTok, gained **20K TikTok views** and **+431% shares**, boosting engagement by **359% within 2 months**.
 - Campaign Support:** Assisted in executing mini-games and promotions; coordinated with design and sales teams to ensure message consistency.
 - Creative Ideation:** Contributed ideas for content and key visual concepts for promotion campaigns, proposed messaging and layout direction.
 - Performance Tracking:** Monitored campaign KPIs and suggested optimizations based on weekly insights.
 - Email & PR Content:** Wrote marketing emails and assisted with press releases to ensure message consistency, boost campaign visibility.
- Self-led Project** *January 2025 - April 2025*
IMC Campaign – Cooking Oil Brand Simply.
 - Led a mock IMC campaign targeting Gen Z with health-focused messaging.
 - Conducted market research, SWOT and audience analysis.
 - Developed creative concepts using KOLs, UGC and digital media.
 - Planned budget, media channels and campaign timeline.
 - Delivered final report and pitch deck; scored 45/60.

REFERENCES

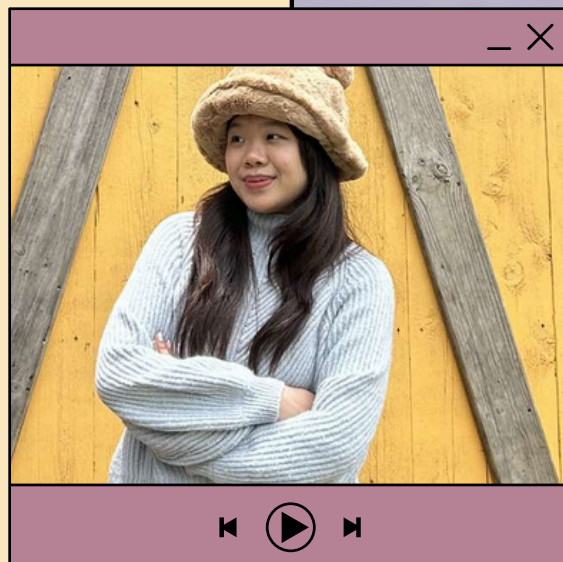
Ms. Minh Hong Senior Marketing Executive | PHS

Phone: 0976 192 276

Email: hongnguyen@phs.vn

PERSONAL GROWTH

Born and raised in a bustling city, I have always witnessed the constant development of the economy and changes in technology and marketing. This has ignited a passion for learning how businesses build their brands, reach customers, and make their mark in the market. From my early days as a teaching assistant at an English center, I began to learn how to manage time, communicate effectively, and work in a team. These skills helped me improve myself and laid a solid foundation for future challenges in my marketing career.



Motivation

I applied for this position with the desire to join a professional and dynamic environment where I can apply the knowledge and skills I have learned, and continue to improve myself.

With a progressive spirit, responsibility, and a desire to learn, I can contribute positively to the company's development and myself. Each new challenge will allow me to improve myself and contribute practical value to the business.

Experience

STRENGTH

One of my strengths is **my spirit of progress and continuous learning**. I am always ready to accept new tasks with a **high sense of responsibility and am committed to completing them best**. **Creativity and critical thinking** help me generate new ideas in building marketing strategies. In addition, teamwork skills and the ability to quickly adapt to new environments are strengths that help me easily integrate and contribute positively to group projects.

WEAKNESS

Despite my strong work ethic, I sometimes set high expectations for progress and quality, which can cause unnecessary stress. However, through each project, I have learned to balance work demands with my health and to allocate my time more effectively.