

# NGUYEN DUY LINH

Marketing Executive

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- Jamona 2, Dao Tri Street, Phu Thuan  
Ward, District 7, Ho Chi Minh City.

## CAREER OBJECTIVE

With the experience gained from my previous roles and the marketing knowledge acquired during my studies, I am confident in my ability to excel as a Marketing Executive at your company. I am eager to grow in a dynamic, competitive environment and contribute my best efforts to strengthening the company’s brand. Committed to continuous learning and self-improvement, I strive to take on greater responsibilities and advance within the company in the years to come.

## WORK EXPERIENCE

The Representative office  
of Ideaconcert Co., Ltd. In  
HCMC

7/2024 - Present

### MARKETING EXECUTIVE

- Develop and execute marketing strategies to promote the webtoon platform.
- Plan and implement promotions and advertising campaigns to attract new users.
- Organize large-scale promotional events with over 20,000 attendees, generating more than 10,000 booth visits and 7,000+ new account registrations.
- Identify and connect with potential partners for product collaborations.
- Manage and optimize digital advertising (Facebook Ads) to drive traffic and engagement.
- Create, edit, and refine content for articles and videos to enhance communication effectiveness.
- Design logos for webtoon projects to strengthen brand identity.
- Analyze campaign data, assess performance, and propose improvements for better results.

KABISLAND PROPERTY  
DEVELOPMENT  
INVESTMENT JOINT  
STOCK COMPANY

9/2023 - 6/2024

### MARKETING SPECIALIST

- Plan and execute advertising campaigns to attract potential customers on Facebook Ads and Zalo Ads. Monitor, analyze, and measure customer behavior to optimize ad targeting.
- Develop multi-channel creative content strategies across TikTok, Facebook, Zalo, and more.
- Script, film, and edit engaging short videos to attract viewers on TikTok.
- Implement effective SEO and seeding strategies to increase website traffic and attract potential customers.

**SUNVIET TRAVEL  
COMPANY LIMITED**

1/2022 - 8/2023

**MARKETING EXECUTIVE**

- Develop ideas and create engaging content for social media platforms such as Facebook, Instagram, and LinkedIn. Write and edit compelling content about the company's products and services to attract customers.
- Produce, script, and edit short videos introducing the company's products and services on Facebook, TikTok, and YouTube.
- Design visuals and promotional materials for the company's products and services.
- Optimize SEO and seeding strategies to increase traffic and attract potential customers.
- Evaluate marketing effectiveness and provide recommendations for future campaign improvements.
- Prepare reports and update information accurately and consistently as required.

## **PORTFOLIO**

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<https://duylinh-portfolio.my.canva.site/en>

## **SKILLS**

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- Creative skills and strategic thinking.
- Data analysis and campaign effectiveness evaluation skills.
- Creative content development skills.
- Time management and teamwork skills.
- Flexible problem-solving skills.

## **EDUCATION**

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9/2020 - 8/2024

**VAN LANG UNIVERSITY**

Faculty of Commerce.

GPA: 3.25

## **ACTIVITIES**

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12/2020 - 2/2021

**VAN LANG UNIVERSITY - FACULTY OF COMMERCE.**

External Relations Assistant.

- I am responsible for seeking sponsors for events and programs within the department.
- I also develop promotional plans to attract sponsor support for the programs.