



# MY TAM NGUYEN

Marketer/ Strategic Planner

My portfolio



## CONTACT ME

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📍 District 8, HCMC

## EDUCATION

UEH - International School of Business

Marketing major

2022 - 2026

GPA: 3.2/4.0

## SKILLS

- Communication
- Language (IELTS Certification)
- Research & Planning
- Office Information Technology (MS Word, Powerpoint, Excel)

## INTRODUCTION

I am a last-year marketing student with nearly a year of experience, passionate about learning and expanding my knowledge in marketing, particularly in developing and executing brand strategies.

## WORK EXPERIENCE

### Pencil Creative Agency - Pencil Group

#### Strategic Planning Trainee

Jan, 2025 - March, 2025

Clients: VINAMILK, UOB, Bling Booster, Green Future (Vingroup)

- Develop and propose monthly social execution plans tailored to client objectives.
- Research and analyze the market trends, consumer behaviours and other supporting data for communication & branding projects
- Support the line-manager in proposing strategic approach for the IMC plans and brand platforms
- Develop the communication frameworks for the campaign execution.

#### Research Intern

June, 2024 - Dec, 2024

Clients: VINAMILK, UOB, TikTok Shop, Masterise Homes, Thang Long Real

- Develop and propose monthly AOC social plans tailored to client objectives.
- Assist the strategic planning team to research and analyze the market, competitors, clients and other required data
- Assist the media planning team in researching and analyzing target audiences across various media channels.

### 315 Medical System

Dec, 2023 - Apr, 2024

#### Content Marketing Intern

- Hand on day-by-day content execution for communication channels
- Support to organize successfully workshops, roadshows and related events with the scale of 300+ participants each events

### Margroup - UEH Marketing Group

#### Member of Communication Department

Nov, 2022 - Nov, 2023

- Hand on day-by-day content execution for communication channels
- Participate in some projects collaborated with client side to increase products' awareness

## ACTIVITIES

### CMO Career 2023 - Orientation Program for Marketing Students

#### Organizer | Member of Student Relations team

Jul, 2023 - Sep, 2023

- Collect and arrange more than 350 CVs of students
- Arrange personal meetings for nearly 50 Mentors and Mentee during the Program
- Take responsibility for creating and tracking 1500+ email marketing to UEH's students

### CMO Think & Action 2023 - Marketing Contest

#### Organizer | Member of PR - Activation team

May, 2023 - Aug, 2023

- Research Database of Media Partners, Community Groups
- Send proposals and contact to 40 Media Sponsors and Media Partners via emails
- Support to organize the Information Day, Gala Night of the Contest, which have more than 1500 participants
- Take care, support Media Partners during the contest launched