



HOÀNG THANH HÀ

CIRCLE 

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OBJECTIVE

Result-driven Marketing Enthusiast with real-world experience in retail marketing, social media content, and large-scale event coordination. Seeking to contribute creativity, data-driven thinking, and brand storytelling skills to a forward-thinking marketing team.

EDUCATION

UEH University – International School of Business (ISB)

2021 – 2025

BACHELOR OF INTERNATIONAL BUSINESS

Current GPA: 3.36/4.0.

Awards/Activities: Prize C UEH Young Researcher Awards (2024); Spring Volunteer Campaign 2022–2023.

WORK EXPERIENCE

AEON VIETNAM



AEON FUTURE LEADER

March 2025 – June 2026

- Supported execution of **5+ marketing campaigns**, driving a **5% membership growth** during peak months.
- Analyzed **daily customer acquisition reports** using SAP to track campaign performance
- Applied **systematic complaint resolution procedures** with 48-hour response standard

★ **Skills:** Retail marketing coordination; In-store campaign management; Customer engagement

TALENTNET CORPORATION



MARKETING INTERN

June 2024 – Dec 2024

- Collaborated with 3-member creative team to produce **bi-monthly social media content** for Singapore market
- Developed **5+ TikTok video scripts** and supported full execution process

Communications member | The Makeover 2024 – Vietnam's Premier HR & Business event

- Contributed ideas to **communications planning** and executed social posts.
- Coordinated **15+ speaker logistics** (scheduling, accommodation, and transportation)
- ➔ Attracted **1000+ attendees** and achieved **150,000+ online impressions**

★ **Skills:** Event coordination; Strategic communication; Vendor management; Logistical Planning

EXTRACURRICULAR ACTIVITIES

SEA TO SEA 2023 (C2C) | UEH UNIVERSITY



LEADER

Mar 2023 – Mar 2024

- Organized over **10** activities with more than **20** sponsors (Topic: Sustainability);
- Led an **80-member** team with a **02-month** program to have nearly **5,000** candidates in HCMC and gained more than **100,000** Impressions in the kickoff post on Facebook;
- Worked with **Youth Union** of UEH University; **UEH lecturers; sponsorships** (Central Retail, KTDC,...); and other **clubs**.

★ **Skills:** Leadership; Problem-solving; Project management; Strategic Planning.

ADDITIONAL INFORMATION

- Languages:** English (Fluent – equivalent 7.0 IELTS); Chinese (HSK3).
- Technical Skills:** Microsoft Office (IC3); Canva; CapCut; Ps; Google Tools; Power BI.