




DO THI PHUONG DUNG

BRAND & COMMUNICATION STAFF

PORTFOLIO

 phuongdung2635nk@gmail.com
 (+84) 398 813 653
 District 7, Ho Chi Minh City

PROFILE

I am a dynamic and creative **Marketing graduate** with a strong foundation in **Content, and SEO, Event**. I am eager to advance my career in marketing **planning and campaign execution**, particularly within the retail sector at **Circle K**. My long-term goal is to become a **Brand Manager** within the next **5 years** by continuously expanding my expertise and driving impactful results

EDUCATION

TON DUC THANG UNIVERSITY

Marketing | 2020 - 2024

- GPA: 3.12/04
- Member Of Event Management Team
- Coursework; IMC, Digital Marketing, Strategy Marketing, Research in Business, Big Data,...

CONTENT COURE

Nguyễn Đức Dương (“Nghề Content” Admin)

CERTIFICATION

ENGLISH APTIS ESOL

Overall score B1

OFFICE MICROSOFT

- Word (2016)
- Excel (2016)

GOOGLE CERTIFICATION

- Google Search Console
- Google Trends
- Google Analytics
- Google Keyword Planner

SKILLS

HARD SKILLS

- Content Creator ((Social, Editorial, Corporate)
- Design: Photoshop, Canva, Capcut, Premiere (basic)
- SEO & Research Keyword
- Business Analystic
- Event Planning & Internal Communication

EXPERIENCE

HUMAN RESOURCES EXECUTIVE

Lead The Change | 01/2025 - 09/2025

Human Resources

- Defined recruitment needs, created JDs, and built candidate personas.
- Managed job postings, CV screening, interviews, and hiring process.
- Achievement: Screened **637 candidates in a project** and successfully secured top talents while strengthening the company’s employer branding.

Event Management

- Planned and executed events for **1,000–1,500 participants**.
- Managed vendor sourcing, contracts, and on-site coordination.
- Supported production of **standees, booths, backdrops, and event materials**.

CONTENT MARKETING

Nguyen Kim Shopping Center Store | 12/2023- 12/2024

- Planned and executed monthly content campaigns in collaboration with cross-functional teams.
- Created multi-channel social media content aligned with brand strategy.
- Supported the launch campaign for new electronic products.

SEO INTERN

The Gioi Di Động | 03/2023 - 07/2023

- Conducted keyword research, competitor analysis, and backlink strategies to improve ranking.
- Coordinated SEO with content team to enhance product visibility and user acquisition.
- Prepared performance reports and evaluated campaign effectiveness.

SOFT SKILLS

- Market Research
- Team Collaboration
- Timeline & Stakeholder Management
- Communication & Presentation
- Critical thinking and quick adaptability

INTEREST

- Book
- Music
- Movie
- Sport
- Travel