

NGUYEN QUOC ANH

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Driven and creative Media & Communication student at Swinburne University of Technology, specializing in Advertising. Passionate about brand management and customer-centric strategies, I excel at crafting engaging content and delivering solutions that resonate with target audiences. With hands-on experience in content creation, event operations, and social media analysis, I bring a detail-oriented and innovative approach to strengthening brand identity. I am eager to apply my skills and enthusiasm to contribute effectively in a dynamic internship environment.

WORK EXPERIENCE

AIESEC in Vietnam (FHCMC Branch)

• Marketing & Communication Executive | Youth For Impact Project (Nov 2024 - Jan 2025)

- Developed and executed a 3-wave promotion plan for the Youth For Impact project, encompassing research, timeline development, strategic planning, content mapping, and customer journey analysis.
- Run social media campaigns on the Youth For Impact fanpage to achieve 800+ sign-ups for an offline workshop, and designed poster for the campaign and being a Media Production Manager during the offline workshop
- Awarded 1 National Function Excellence Award in 2024

• Brand Strategy & Management Executive | Brand Development (Jan 2025 - Jul 2025)

- Planned a 6-month brand strategy & management to strengthen AIESEC’s image through internal audits (Management) and support product portfolio growth (Strategy).
- Make Recommendations on Improvement based on my analysis Supervise Implementations of Recommendations
- Organized internal brand training events, including brand education and audits for 15 teams, with a 9.6 satisfaction score.

• Marketing & Public Relations Executive | YouthSpeak 2025 (Jan 2025 - Jul 2025)

- Developed and executed a 3-wave promotion plan for the YouthSpeak Forum 2025, encompassing research, timeline development, strategic planning, content mapping, and customer journey analysis.
- Run social media campaigns on the Youth For Impact fanpage to achieve 690+ sign-ups for an offline forum, and designed poster for the campaign.
- Joining the organizing team and manage offline forums

Content Creator/ Photographer/ Editor

- Created a short advertisement for the game “Hello Cafe”
- Being a photographer for three years and had done a Photography Training
- Being a Guest Speaker for the Podcast series “Have A Sip” by Vietcetera.
- Editing and Planning content for VTALK Academy

SKILLS

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|----------------------------|------------------------------|--------------|
| • Customer - Centric | • Efficiency Under Pressure | • Leadership |
| • Creative Problem-Solving | • Critical/Creative Thinking | • Designing |
| • Active Listening | • Supportive | • Writing |

EDUCATION

Swinburne University of Technology

2023-2026

- Studies Media & Communication
- With Digital Marketing Minor and Visual Design

Certificate: IELTS 7.0

AWARDS

- Excellence Team (Fast-moving, Resilience, and Engaging) | Brand Development | AIESEC in Vietnam