



NGUYEN NGOC QUYNH THU

BRAND & COMMUNICATION INTERN

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SUMMARY

I am an incoming junior majoring in Entrepreneurship Management at UEH with a proactive mindset and a strong eagerness to learn. I am not afraid of challenges and always ready to refine my skills and broaden my perspective. Through student-led projects, I have developed strong communication and leadership skills, along with the ability to approach issues holistically. Currently, I am seeking an internship opportunity in Marketing to apply my knowledge, gain practical experience, and enhance my professional skills. In the next 3–4 years, I aspire to grow into a Marketing Executive who contributes meaningfully to sustainable value for organization.

EXPERIENCE

Collaborator of Marketing Department, GDGoC Hackathon 2025 **February 2025 - Present**

- Developed visual and communication assets in alignment with the program's branding guidelines.
- Liaised with and managed over **15** media ambassadors to enhance program visibility and outreach.

Member of Employer Branding, HuReA Club, UEH University **October 2023 - Present**

Lead Communications – April Collaborator Recruitment Program 2024

- Managed and collaborated with a team of **20** members to create engaging content on social media tailored to the target audience.
- Developed a comprehensive communication plan and monitored task progress, ensuring timely postings and generating over **45,683+** reaches.

Vice-Lead Communications – Giai Ma Ma Tran Nhan Su VIII - 2024 Competition

- Led a team of **25** in project execution, spearheading the content strategy for promotional campaigns and PR-Activation initiatives, resulting in **260,000+** reach across **50+** posts on Facebook and TikTok.
- Engaged and partnered with **26** ambassadors to amplify the competition's impact and reach.

Content Development Member - Ngay Hoi Nhan Luc 2024

- Analyzed audience insights to shape the project's big idea and strategic direction.
- Supported the execution of an email marketing campaign, optimizing audience reach and engagement.

Member of Logistics Department, TriDuc Event **February 2022 - March 2023**

- Coordinated and organized the Tri Duc Spring Concert 2022-2023 and other educational events at Tri Duc High School, accommodating up to **1,000** students, ensuring smooth execution and enhancing the attendee experience.

EDUCATION

Bachelor of Business Administration - University of Economics Ho Chi Minh City **2023 - 2026**

- Major in Entrepreneurial Management
- UEH Academic Encouragement Scholarship – Excellent Level, Last Semester of 2024

ADDITIONAL INFORMATION

- **Technical Skills:** Adobe Photoshop, Canva, Capcut, Excel, Word, Powerpoint.
- **Certifications:** Microsoft Office Specialist 2019, Marketing Foundations – LinkedIn Learning, Content Marketing Certified – HubSpot Academy.
- **Awards/Activities:** First Prize in the "If One Day..." Writing Contest - Mr. Paper Project; Mentee at UEH Mentoring Season 10; Hair donor at Breast Cancer Network Vietnam.