



CAO THI CAM TU

MARKETING INTERN

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SUMMARY

“I am my best self when I work” is the guiding motto that inspires me—my name is **Cao Thi Cam Tu**, a third-year Business Administration student at UEH. As a detail-oriented individual with a solid marketing foundation, creative content skills, strong planning abilities, and keen trend awareness, I consistently bring out my best in every project—something clearly demonstrated in my attached [Portfolio](#). I sincerely hope for the opportunity to contribute to the company’s sustainable growth in the future.

EDUCATION

UNIVERSITY OF ECONOMICS HO CHI MINH CITY (UEH)

2022 - Present

- Major: Business Administration. GPA: 3.6/4

CERTIFICATIONS

- TOEIC Certificate (630/990) 02/2024
- IC3 GS5 Computer Literacy Certificate 03/2023

EXPERIENCE

CONTENT MARKETING | LOVE TO BE LOVED PROJECT

02/2023 - 09/2024

Responsibilities:

- Developed content strategies and managed creative posts, images, and videos that inspire audiences on social media.
- Used data analysis tools to measure and optimize strategies, ensuring project goals were met.

Achievements:

- Achieved rapid growth in social media followers and engagement within one month.
- Successfully mobilized support for volunteer activities.

FREELANCE MODEL & ACTOR

01/2024 - Present

Responsibilities:

- Took part in photo and video shoots for media content.
- Worked with the production team to develop ideas, stage scenes, and align visuals with content strategy.

Achievements:

- Improved teamwork skills and gained a deep understanding of the image/video content production process.
- Quickly adapted to the brand’s image and presentation style, gaining confidence in front of the camera.

LEADER | UEH COURSES AND PROJECTS

10/2022 - Present

Responsibilities:

- Led a team to execute marketing projects, from research and planning to implementation for brands (Vinfast, Thuyền Xưa, etc.)
- Delegated tasks, ensured deadlines were met, and controlled the quality of content and project presentations.

Achievements:

- Completed projects excellently, receiving an A+ grade and positive feedback from professors.

SKILLS

- **Soft Skills:** Communication, problem-solving, planning & management, teamwork, time management, proficient in English.
- **Professional Skills:** Content writing and editing, trend spotting, market research & analysis, image design & video editing.
- **Technical Skills:** Google Workspace (Docs, Forms, Sheets); Microsoft Office (Word, PowerPoint, Excel); Canva; Capcut.