

# PHUOC MINH NGUYEN

## MARKETING INTERN

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### SUMMARY

Results-driven marketing student with hands-on experience in social media management, content creation, and market research. Skilled in leveraging digital tools to enhance brand engagement and drive customer interactions. Passionate about marketing strategies and eager to apply analytical and creative skills in a dynamic marketing environment

### EDUCATION

**UEH - International School of Business (UEH-ISB)** Sep 2022 - Present

- International Business Bachelor, 100% English Program
- Related courses: International Marketing, Digital Marketing, Principles of Marketing, Consumer Behavior, International Business Strategy, Problem Solving of Organization, Project Management
- GPA 3.5/4.0, Scholarships for Excellent Academic Achievements

**Data Analysis for Business Professionals - ACE Academic** Nov 2024 - Mar 2025

- Understood and practiced the data analysis process
- Visualized data using Excel and PowerBI to build dashboards, present data, analyze insights, and execute strategies.
- Improved Data Storytelling skills in presenting data, executives, and strategic growth analysis through case studies.

**Marketing Foundation - Tomorrow Marketers** April 2023 - July 2023

- Mastered the systematic and fundamental marketing mindset, especially about Branding
- Practiced and built logical Marketing Plan

### EXTRA CURRICULAR ACTIVITIES

**Event Manager Assistant of “CMO Think And Action 2024”, Margroup** Jan 2024 - Aug 2024

Responsibilities	Achievements
<ul style="list-style-type: none"><li>Led and coordinated an Event team of 30+ members</li><li>Planned and negotiated with external sponsors and partners</li><li>Oriented, designed, and organized 10+ events</li><li>Directed and managed stage set up, sound, and lighting plan</li><li>Contacted, contracted, and negotiated with famous artists</li></ul>	<ul style="list-style-type: none"><li>100% of members trained, retained, and promoted</li><li>100% of events successfully executed as planned</li><li>Reduction in coordination time and budget</li><li>10.000+ students engaged and 4500+ audiences</li><li>Increase in positive feedback from audiences</li></ul>

**Member at CMO Forum, Margroup** Nov 2022 - Dec 2023

Responsibilities	Achievements
<ul style="list-style-type: none"><li>Built a communication content plan, wrote content, and designed 15+ media posts for the brand's fan page, group communities, and projects</li><li>Contacted and negotiated with external sponsors</li><li>Organized and managed workshops and events</li><li>Designed and arranged Spotify profile for Podcast series</li><li>Supervised and managed Podcast recording sessions</li><li>Conducted email marketing to reach target audiences of brand's projects and activities</li></ul>	<ul style="list-style-type: none"><li>Attracted 5000+ traffic and 1000+ interaction</li><li>10% increase in likes, shares, and comments per post</li><li>10+ Podcast episodes with 2000+ listeners</li><li>20% increase in followers and subscribers</li><li>Reduction in time and effort taken per Podcast recording compared to previous sessions</li><li>30% of email recipients who took the desired action</li><li>Gained positive feedback and promoted by head of the brand</li></ul>

### SKILLS

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|--|---|---|--|
| <ul style="list-style-type: none"><li>Email Marketing (MailChimp)</li><li>Graphic Design (Ps, Ai, Canva)</li><li>Video Production (CapCut, Final Cut, Blender)</li></ul> | <ul style="list-style-type: none"><li>Content Creation</li><li>Analytics (Excel, Power BI)</li><li>Digital Marketing</li><li>Project Management</li></ul> | <ul style="list-style-type: none"><li>Strategic Thinking</li><li>Adaptability</li><li>Problem Solving</li><li>Detail-Oriented</li></ul> | <ul style="list-style-type: none"><li>Event Planning &amp; Management</li><li>Creativity &amp; Innovation</li><li>Communication</li><li>Leadership</li></ul> |
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### ADDITIONAL INFORMATION

- Languages: Vietnamese, English
- Certifications: IELTS (6.5), IC3 GS5, Data Analysis (ACE Academy)
- Marketing Contest Participation: Ban Linh Marketers 11 (2023), Vietnam Young Lions (2024)
- Work Experience: English Teacher at Kyna English, Sales & Operations at Jackilia
- Volunteer Activities: Project manager of “Trung Thu Cho Em” (VOSI), Teacher at SOS Children's Villages Vietnam, Project member of “Tet Dieu Ky” (UEH-ISB)