



# NGUYEN HOANG PHUC

Brand & Communication Specialist



Portfolio

## ABOUT ME

I am a Social Media Executive with 3 years of experience in content creation and executing marketing campaigns across technology, F&B, and education. Proficient in social media strategy, content writing, visual storytelling, and performance analysis on Facebook, TikTok, and Instagram, I bring creativity and data-driven insights to every project. Passionate about delivering engaging ideas to audiences, I am eager to contribute my skills and enthusiasm to the success of the marketing team and the business.

## CONTACT

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## CERTIFICATE

- TOEIC Certificate – 555
- MOS Certificate – Microsoft Office Specialist

## SKILL

- Content Creation & Copywriting
- Social Media Strategy
- Creative

## SOFT SKILL



## EDUCATION

### University of Finance – Marketing

2019 – 2023

Graduated with **Distinction** in Marketing, specializing in Marketing Communications.

GPA: 3.4/4.0

## WORK EXPERIENCE

### FREELANCER

March, 2025 – Present

Executed projects to build and establish communication channels for brands.

#### Social Media Executive

- Developed and executed multi-platform **content strategies** for Facebook & TikTok across **4+ brands** in Beauty, F&B, and Fashion sectors (PONY HAIR, Hahaha Shop, Tô Grill & Beer, Mil Toaste House).
- **Drove 40–60% average increase** in organic reach via consistent, brand-aligned storytelling and audience-first content planning.
- **Created 50+ original content pieces**, including viral short-form scripts, UGC concepts, and branded mini-series tailored to platform algorithms and audience preferences.
- Managed publishing calendars, collaborated cross-functionally with media/design teams, and leveraged performance data & user insights to iterate and optimize campaigns.

### DAYONE ASIA JSC

May, 2024 – March, 2025

Primarily operates in the piano industry under the brand Sunny Days Piano

#### Social Media Executive

- Developed and executed online-to-offline marketing social media strategies for the Sunny Days Piano brand.
- Managed and published **12+ pieces** of content monthly on Facebook, achieving an average **organic reach of 20K** per month.
- Organized brand events and developed promotional programs, resulting in a **100% increase** in revenue.
- Created scripts, directed photoshoots, and produced videos to enhance brand visibility.
- Oversaw trade marketing activities, including printing, distributing promotional materials, and managing monthly gift campaigns.
- Executed KOL/KOC campaigns, OOH ads, and PR bookings on major media platforms such as CafeBiz.vn, Kênh 14, and Thanhnien.vn

### WE IMPACT MARKETING Trading and Services LLC

April, 2023 – April, 2024

An F&B Agency specializing in communication strategies for restaurant chains and businesses.

#### Content Creator

- Directed, developed, and managed content for **10+ brands** on Facebook and TikTok, including Chang Hi, Fubao Sweets, Chu Beo BBQ, Bo by Buttermen, BBang House, Chiang Rai, and more.
- Planned monthly content strategies for 10+ brands, **producing 50+** visual and video assets, driving high engagement and reach for marketing campaigns.
- Developed promotional programs to boost revenue for multiple brands.
- Ideated and scripted photoshoots, designing brand identity materials.
- Managed corporate communication projects and internal events.
- Grew the Dao Do An channel from **22K to 25K** followers in just 2 months through strategic content planning and execution.
- Collaborated with 5+ major F&B partners, including Grab, Pho Ngón 37, Suggar Town, and Lo Dat BBQ.
- Achieved 5+ viral videos, each surpassing 100K views, while managing the channel.

### Mobile World JSC

December, 2022 – April, 2023

A leading retail group in Vietnam specializing in mobile phones and consumer electronics

#### Planner Associate

- Participated in developing and executing 10+ communication plans for 5+ brands, including Samsung, Apple, OPPO, Xiaomi, Realme, and Vivo.
- Produced 10 promotional articles per month for the 24h Cong Nghe website.
- Assisted in brainstorming and planning promotional content for product categories such as Samsung, Apple, OPPO, and Xiaomi.