



TRAN MINH THU

Digital Marketing Senior at RMIT University

I am Tran Minh Thu, a passionate Digital Marketing student with hands-on experience in event marketing, content creation, and project coordination. Through roles in student clubs, university events, and extracurricular activities, I have developed strong communication and teamwork skills, especially in crafting engaging campaigns and managing multi-channel content. I aim to grow further in the field by combining creative thinking with data-driven strategies to drive brand impact and audience engagement.

CONTACT

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District 7, HCMC

EDUCATION

2022 - Present

RMIT University

- Bachelor of Digital Marketing

2019 - 2022

Nguyen Thi Minh Khai Highschool

- Awarded Excellent Student title for 3 consecutive years

EXPERIENCE

HSBC Vietnam

1/2025 - 7/2025

Communications and Strategic Branding Intern

- Translated communications and branding materials from English to Vietnamese and vice versa.
- Supported internal communications by writing internal news, and drafting internal articles.
- Designed communication materials including posters, event banners, and digital content.
- Contributed to administrative tasks such as preparing media and communications reports, checking daily news, and coordinating registrations for filming crews and reporters.

RMIT Human Development Club

Vice-president

6/2024 - 6/2025

- Led the planning and execution of well-being initiatives, semester strategies, job rotation, and internal operations.
- Supervised department heads and acted as second-in-command in decision-making.
- Maintain relationships with RMIT departments, mentors, and industry partners while handling all required club documentation and compliance.
- Oversaw the club's social media (Instagram, LinkedIn, Facebook) and served as Event Supervisor, supporting project leaders, delivering training, and expanding project scope strategically.

SKILL

Critical Thinking

Flexible to assess backup solutions in case of unforeseen scenario

Communication

Confident in using both Vietnamese and English (Verbal & Written)

Teamwork

Able to respond to any situation while working with any individual to get the best outcome

Multitasking

Able to handle multiple responsibilities efficiently by prioritizing tasks, staying organized, and maintaining performance under pressure

Design

MOS Certificate of PowerPoint
Proficient in using Canva

Marketing Tools

Familiar with Meta Business Suite, Excel, RivalIQ, and Brand24, etc. for tracking campaign data and audience engagement.

CERTIFICATE

RED Volunteer

Outstanding contribution and dedication to Student Volunteer Program throughout 2023 and 2024

Champion – RMIT Marketing Intelligence Pitching Session

Recognized for outstanding marketing strategy development for a real-life client as part of RMIT's Marketing Intelligence course

Media Leader of HR Visionaries 2024

3/2024 - 6/2025

- Built and executed marketing strategies with engaging content across articles, social media, and multimedia platforms.
- Managed media campaign timelines and coordinated with internal teams and external partners for smooth execution.
- Oversaw internal media procedures to align communication efforts with overall event goals.
- Conducted trend analysis and monitored engagement performance to refine social media strategy.

People Member

10/2023 - 1/2024

Contributed creative ideas for club events and campaigns, supporting multi-purpose projects across different functions and objectives.

Operation Member & Leader of HR Visionaries 2023

2/2023 - 8/2023

- Managed overall operations, including tracking a 24 million VND competition budget, handling sponsorships, and overseeing financial activities.
- Led booth and event management by conceptualizing layouts, coordinating with vendors, and supervising on-site execution.

Freelancer

7/2024 - 10/2024

Content writing

Researched and developed written content on dermatological topics, crafting engaging and audience-specific narratives aligned with communication goals.

Bitget Vietnam

Event supporter

6/2024

Assisted staff with event execution, logistics, and coordination while engaging with attendees, speakers, and team members to ensure a smooth event experience.

RMIT Student Life

Volunteer

3/2023 - 6/2024

Gained hands-on experience across event management, communication, teamwork, and public service by supporting large-scale events such as RMIT Graduation Day, XRUN, Orientation Day and etc.