



LE THI KIM NGAN

Digital Marketing Intern

CONTACT

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EDUCATION

RMIT University

2022 - 2027 (expected)

- Major: Digital Marketing
- Minor: Tourism and Hospitality

CERTIFICATIONS

- Completing Premiere course at ColorME
- Completing Illustrator course at ColorME
- Completing Photoshop course at ColorME

LANGUAGE

English (Intermediate)

Korean (Beginner)

SKILLS

Technical Skills

- SEO basics
- Content writing on Facebook, blog TikTok
- Familiar with Canva for design purposes
- Video production via CapCut and Premiere
- Photo editing
- Mockup design
- Meta Ads

Soft Skills

- Hard-working and Creative
- Basic data analysis skills (Website metrics, Social media insights)
- Able to learn and adapt quickly

ABOUT ME

I am currently a 3rd year student at RMIT University, majoring in Digital Marketing. After two years of learning, I have completed the core courses of Digital Marketing. I am now seeking an internship opportunity to apply my academic knowledge in a practical environment, which will allow me to deepen my experience and better prepare for my future career.

EDUCATIONAL EXPERIENCE

Digital Business Development

March - May 2023

Individual Project - Search Engine Optimization Report

- Learned how to **conduct keyword research**, identifying long-tail and question-based search queries aligned with search intent.
- Gained a deep understanding of how search engines rank websites and how businesses can improve online visibility through both **on-page and off-page SEO strategies**.

Group Project - E-commerce site development and Marketing plan

- Learned how to use online tools like Ecwid and Google sites to create an e-commerce website for online business.
- Gained experience in analyzing website metrics via Google Analytics.

Digital Marketing Communication

October - January 2024

Group Project - Integrated Marketing Communication Campaign

- Gained practical experience in developing a detailed integrated marketing communication (IMC) campaign.

Digital Content Creation

October - January 2025

Individual Project - Written Content and Images

- Practiced writing captions and editing images for Facebook content.
- Developed skills in writing blog contents.

Group Project - Digital Video Creation

- Learned how to develop video ideas using storytelling framework like the 3-Act Structure or Dan Harmon's Story Circle.
- Gained knowledge of framing, camera angles, and lighting setup.

Social Media and Mobile Marketing

March - May 2025

Individual Project - Social Media Advertising Strategy

- Learned how to design a structured Facebook Ad campaign using Meta Ad Manager.

Group Project - Mobile Marketing Strategy

- Developed five new mobile features based on business analysis, customer insights, and market trends.