



ABOUT ME

With a deep passion for Marketing, I started working in this field at the end of my first year in university and have since gained nearly 2 years of experience. I hope to become part of the company, contributing my knowledge, experience, and skills to your company’s business campaigns. My goal in the next 4-5 years is to become a Brand Manager.

WORK EXPERIENCE

Assistant Brand Manager (Internship)	Bia craft artisan ales	Nov 2024 - Mar 2025
---	-------------------------------	----------------------------

- Collaborated in developing Communication plans for new product campaigns.
- Created comprehensive Marketing Plans for all brand products with a focus on increasing revenue.
- Coordinated with internal departments—including Marketing Team, Designers, Sales, and Chefs—to execute approved plans and other assigned tasks.

Marketing Executive	Phoenix Agency	Apr 2024 - Nov 2024
----------------------------	-----------------------	----------------------------

- Conducted in-depth research on the 4Cs (Category, Competitors, Company & Consumer) to generate creative ideas for multi-channel media content (Facebook, Instagram, & TikTok) such as Social Ads, Reels Ads, and Social Posts.
- Collaborated closely with the Marketing Team to measure the effectiveness of advertising content, optimized it to meet KPIs, and promptly addressed any weaknesses in the ads to enhance performance.

Content Marketing	Mwg	Aug 2023 - April 2024
--------------------------	------------	------------------------------

- Conducted research on competitors' and the company's media publications to generate innovative ideas for the Content Marketing campaign.
- Collaborated with the content production team to implement the Content Marketing campaign over a one-year period.
- Developed numerous SEO-optimized content pieces that ranked in the Top 1-2-3 on Google search results, contributing to the company's customer growth.

PROJECT

Content Planner/Writer	New Book Launch Workshop	Jan 2024 - Apr 2024
-------------------------------	---------------------------------	----------------------------

- Built a Facebook content marketing campaign to promote the Talkshow event, achieving the KPI of selling 200 books.
- Wrote content, created visual briefs, and collaborated with graphic designers.
- The Talkshow attracted over 300 students and sold 200 books authored by Mc Hai Trieu.

Content Writer/Event Collaborator	Marketing Talkshow	Aug 2023 - Sep 2023
--	---------------------------	----------------------------

- Developed engaging content and designed social media assets to promote the talkshow across digital platforms
- Supported event logistics, including stage setup and on-site coordination to ensure smooth execution
- Contributed to attracting over 300 participants through effective communication and outreach

SKILL

Technical Skills

- Market Research
- Communication Plan Development
- Content Creation
- Brand Management
- Graphic Design

Soft Skills

- Critical Thinking
- Time Management
- Problem-Solving
- MOS (Word, Excel, PPT - Google Drive)
- Adaptability

EDUCATION

Industrial University of Ho Chi Minh City (IUH)

- Bachelor of Marketing Management, GPA [7.50/8.0]
- Currently a 4th-year student (Year 4)