

Ngoc Hieu Tran

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EDUCATION

Foreign Trade University - HCMC Campus <i>Bachelor of Marketing in Marketing Management</i> GPA: 86.00 / 100.00, Honors: Third highest academic achievement in Northampton Marketing Management Program - Course K61NO in semester 2022 - 2023.	<i>Ho Chi Minh City, Viet Nam</i> <i>Expected June 2026</i>
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CAREER GOALS

Short-term goals (next 3 - 6 months): Improve professional knowledge and get practical expertise in all aspects of marketing. Improving myself simultaneously with my other soft and hard skills, brings benefits to the company.

Long-term goals (next 2 - 4 years): Become a marketing specialist fully equipped with knowledge in many fields, make significant contributions to the company's development, and make progress in my occupation.

WORK EXPERIENCES

HVNet Group <i>Digital Marketing Intern, FL Team</i>	<i>Ho Chi Minh City, Viet Nam</i> <i>October 2024 – March 2025</i>
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- Run advertising campaigns on sites such as TikTok, Facebook, and Google to acquire consumer data and increase product awareness (conversion and buy campaigns). Track performance and optimize the campaign.
- Content Marketing: publishing scripts and editing videos for advertising campaigns, constructing landing sites and content pillars, and creating and publishing social media content. Optimize by doing keyword research and gathering consumer insights.
- Offer suggestions for media and advertising efforts.
- Find, communicate with, and arrange collaborations with appropriate KOCs/KOLs to help market the product. Monitor and analyze the campaign's success to maximize income from partners.

MindX Technology School <i>Project Management Intern, Local Marketing Team</i>	<i>Ho Chi Minh City, Viet Nam</i> <i>April 2025 – Present</i>
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- Proficient in Trello, Google Workspace, Slack, and Notion for structured action planning (goal – strategy – action – execution), ensuring clear timelines and task assignments.
- Conducted local market research via surveys; developed customer personas and journey maps to refine communication strategies.
- Executed direct & event marketing: roadshows, flyers, telesales; supported workshops and mini-events; collected and analyzed feedback for continuous improvement.
- Supported building school/community partnerships through outreach, regular follow-ups, and proposing collaborative initiatives.
- Created content calendars; produced content (posts, videos, infographics) and executed organic seeding on Facebook and TikTok.

ACTIVITIES

Lululemon Omnichannel Marketing Job Simulation

Forage

Credential URL

July 2024

- Completed a job simulation involving building a new digital and omnichannel marketing strategy product for lululemon.
- Created an integrated marketing plan and creative brief for lululemon's newest at-home fitness platform, MIRROR, designed to raise awareness of the product and core values relevant to lululemon's position within communities.
- Developed a concept for a new digital product or customer experience that lululemon could implement within the technical athletic apparel space.
- Reviewed the profiles of current lululemon global ambassadors and created hypothetical profiles for local ambassadors to further lululemon's new "Power of Three x 2 Growth Strategy".
- Calculated key marketing metrics based on data from a recent lululemon ambassador campaign and communicated findings from the data to the manager.

City of Moreton Bay Careers in Tourism: Event Operations Job Simulation

Forage

Credential URL

February 2025

- Completed a job simulation that enabled me to explore what it's like to work in event operations in the tourism industry.
- Learned how to structure effective communications.
- Gained an understanding of the purpose of a Run Sheet and how to develop one.

SKILLS & LANGUAGES

Soft skills: Project management and problem solving, logical thinking and organization, communication and teamwork, work independently, time management, ability to adapt quickly, presentation skills.

Hard skills: Master how to use Word, Excel, Powerpoint tools; proficient in using Canva and Capcut; proficient in using AI tools such as ChatGPT, Copilot, Gemini; calculate and analyze data; basic planning and reporting; create content.

Languages: Fluent in English and Vietnamese; capable of utilizing English well in writing, speaking, and listening; able to read and comprehend specialist English.

CERTIFICATIONS & INTERESTS

Certifications & Training: IELTS (Overall: 6.0); The Fundamentals of Digital Marketing; Content Marketing; Inbound Marketing; Business Analytics Foundation; Microsoft Office Specialist (Word, Excel, Powerpoint).

Interests: Socializing and networking, watching and analyzing advertisements and watching vlogs/browsing social media.