



NGUYEN THI THANH MAI

MARKETING EXECUTIVE

Education

Bachelor of Arts Business Administration

Lincoln University 2015 – 2020

Personal Information

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About Me

Creative Marketing & Communications Specialist with solid experience in content strategy, brand messaging, and multi-channel campaign execution. Adept at working across teams to deliver impactful marketing efforts, from digital content and influencer partnerships to event coordination. Passionate about storytelling and strategic communication that drives visibility and aligns with business goals.

Skills

HARD SKILLS

- Microsoft Office
- Google Spreadsheet và Excel
- Adobe Photoshop

LANGUAGES

- English
- Vietnamese (Native)

SOFT SKILLS

- Content Writing and Editing
- Event and Campaign Execution
- Media and Communications Project Management
- Voice talent

Experience

Shopee

June 2023 – July 2025

Associate Program Planning & Incubation - Marketing Project

- Executed marketing campaigns across Shopee platforms (app/web): Freeship Xtra, Voucher Xtra,..v..v
- Content Marketing: Created marketing content such as articles, banners, and push notifications for Shopee campaigns, targeting specific user segments (sellers & buyers) to boost engagement, drive sales, and enhance campaign performance.
- Collaborated with cross-functional teams (BD, Content, Ops, Design...) to ensure accurate visuals, messaging, and campaign alignment.
- Monitored campaign performance and ensured timely, goal-oriented execution of all display elements (banners, product listings, layouts, etc.).

Achievement

- Successfully implemented major campaigns such as Freeship Xtra, Content Xtra, and Voucher Xtra, contributing to an average order growth of +25% during the campaign periods.
- Collaborated in planning and executing over 10 multi-channel marketing campaigns, doubling banner display performance compared to the previous period and significantly improving the conversion rate from viewers to buyers.
- Participated in the design and coordination of a wide range of banners/key visuals for key campaigns, ensuring brand consistency and enhancing program visibility
- Developed standardized operating procedures (SOPs) to reduce processing time and improve operational efficiency

KOL/KOC & Affiliate

- Hunt KOLs/KOCs
- Content Marketing: sourced and proposed suitable KOLs/KOCs for specific marketing campaigns. Collaborated with influencers to co-create content that amplifies brand messaging, attracts new users, and increases reach across social media platforms.
- Support building and maintaining collaboration with partners
- Assist in setting up Affiliate programs and platform campaigns

Achievement

- Supported the selection and successful engagement of 50+ potential KOLs/KOCs, contributing to the expansion of Shopee's influencer network for marketing campaigns.

Galaxy Play

September 2022 – May 2023

Event Coordinator (Freelancer)

- Played a key role in planning and executing major events such as movie launches, press conferences, premieres, and brand activation campaigns for Galaxy Play.
- Worked directly with internal departments including Production, Marketing, and PR, as well as external media partners.
- Managed guest lists including celebrities, KOLs, journalists, and industry partners; ensured smooth guest reception and a professional event experience.
- Assisted in developing detailed event scripts to support seamless program flow.

NIMO TV**January 2021 – January 2023****Games Operation (Freelancer)**

- Events/Tournaments
- Managed relationships with streamers and gamers
- Organized events and tournaments
- Promoted the Nimo TV brand to the gaming community

Achievement

- Successfully recruited and developed over 20 potential streamers per month, many of whom ranked high on platform leaderboards and maintained a stable viewer base.
- Made significant contributions to promoting the Nimo TV brand through content campaigns, KOL/streamer collaborations, and community events.

BTEC FPT EDUCATION**November 2021 – February 2022****Marketing**

- Responsible for producing digital content and developing effective enrollment marketing campaigns across social media platforms.
- Organized career orientation and enrollment consulting events in various provinces within the Mekong Delta region.
- Proactively connected and collaborated with relevant KOLs/Influencers to co-produce branded content on digital channels, enhancing the school's visibility and credibility during the enrollment season.

Achievement

- Successfully implemented student recruitment campaigns across Facebook, TikTok, Zalo, and Instagram, resulting in a 40% increase in engagement and a 30% rise in online applications compared to the previous admission season.
- Contributed to enhancing the school's brand awareness during the enrollment period through creative and impactful content campaigns, helping boost the actual enrollment rate.

Vietnam Australia Vocational College**July 2017 – September 2018****Internal Communication (part-time)**

- Planned, implemented, and coordinated internal events such as opening ceremonies, semester-end reviews, career fairs, specialized workshops, and volunteer activities.
- Collaborated with the academic affairs, HR, and other departments to effectively communicate announcements, policies, and skill development programs to all students and staff.

VTM Magazine**November 2011 – July 2015****Journalism (Freelancer)**

- Writing feature stories and news articles for print publications.
- Supported content production and participated in organizing national events such as I Love Ao Dai, Vietnamese Teen Icon – Hot VTeen, School Counseling Tour, and more.

Achievement

- Assisted in organizing major events that attracted hundreds of students and were widely covered by local media outlets.
- Acted as a liaison between the organizing committee and the community, helping to promote cultural and educational values to the public through press content and event communications.