

Vũ Trần Ngọc Thúy

Trade Marketing Executive



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INTRODUCTION

I am a marketer with 3 years of experience in content creation, strategic planning, and executing both online and offline campaigns, especially in the jewelry industry. I am eager to grow in a dynamic and creative environment, where I can contribute to brand development through impactful and engaging campaigns.



[See Portfolio here](#)

PERSONAL SKILLS

Microsoft Office	<div><div></div></div>
Teamwork	<div><div></div></div>
Presentation	<div><div></div></div>
Graphic Design   	<div><div></div></div>
Video editing  	<div><div></div></div>
Content creation	<div><div></div></div>
AI Tools Usage   	<div><div></div></div>
SEO Youtube   	<div><div></div></div>
Foreign language (English)	<div><div></div></div>

EDUCATION

📅 2018 - 2022
Saigon Technology University (STU)

- Graduated with a major in Marketing,
Faculty of Business Administration
- GPA: 7.1/10
 - Five-Good Student” Award – University level (4 consecutive years)

WORK EXPERIENCE

📅 2023 - 2025



Marketing Executive

Ancarat Vietnam Joint Stock Company

Manufacturing, distributing, and trading precious metals: gold, silver, and gemstones.

January 2023 – May 2025 (2 years, 4 months)

- **Brand positioning and development:** Conducted market research and analysis to build monthly communication plans, including product and new collection launches.
- **Creative ideation and execution:** Collaborated in brainstorming sessions, executed marketing campaigns, and evaluated their effectiveness.
- **Media channel management:** Monitored and managed platforms including Facebook, TikTok, Website, and YouTube.
- **Content optimization:** Optimized content based on user behavior, keywords, and AI applications
- **Event planning:** Planned and executed product launch events and store grand openings.

Key Achievements:

- Boosted sales by 5–10% within 6 months through effective content strategy and planning, reaching 80% to 120% of targeted sales and revenue goals.
- Enhanced brand visibility and recognition through successful new product and brand launches.
- Co-created and executed over 50 viral TikTok videos (100K–1M views)
- Achieved a 30% growth in social media followers.

📅 May 2022 – Jan 2023

Content Marketing

Lux Media Agency

- Produced SEO content, TikTok scripts, and social media posts for clients.
- Conducted keyword and market research to build content plans aligned with client goals.