

TRAN NGOC Y NHU

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INTRODUCTION

A sophomore driven by a passion for Marketing and a deep interest in Branding. I approach challenges with responsibility, adaptability, and a data-driven mindset, aiming to make contribution to the development and execution of impactful brand strategies.

EDUCATION

Foreign Trade University, HCMC Campus
International Business & Economics (Oct 2023 - 2027)

- Current GPA: 3.57/4.0

EXPERIENCE

MARCOM DEPT IN SKILL & EVENT CLUB - FTUYOURS, FTUHCMC

FTUCharm - 'Cuoc thi Duyen dang Ngoai thuong 2025' | Head of MarCom Dept.

(Sep 2024 - Present)

Key achievements:

- Directed a **5-month integrated marketing campaign** (Facebook, TikTok, offline), achieving **3M+** reach, **300K+** engagements, and a **15%** brand visibility increase.
- Directed **FTUCharm's rebranding** (logo, tone of voice, and visual identity,...) ensured cross-platform consistency and elevated brand professionalism.
- Oversaw **TikTok strategy and content direction** for @ftucharm, generating **2.5M+** reach and growing the channel by **3,000+** followers, applying social media management and audience targeting.
- Co-developed media and sponsorship proposals**, securing 35 sponsors, 30 partners (UniMedia & Cosmo Academy), and 400M+ VND in funding; worked with 20+ KOLs and celebrity judges.
- Executed **marketing strategies** for **5+** offline events, attracting **1,500+** attendees and achieving **90%** satisfaction rate, combining event marketing and online-offline integration.

Skills: Integrated marketing, content strategy, social media management, stakeholder management, campaign execution

Skill and Event Club - FTUYours | Board of Directors 2024 - 2025

(July 2024 - Present)

Key achievements:

- Led **strategic planning and execution of recruitment campaign**, driving a record **180+** applications and increasing club visibility by **200%**, establishing the most successful intake season to date.
- Designed and delivered **internal training programs for 20+ MarCom members**, fostering growth in content creation, brand building, and campaign execution; strengthened team structure and enhanced cross-functional coordination.
- Developed the club's omni-channel marketing roadmap, optimizing content planning, timeline coordination, and resource allocation, securing 20+ media partnerships and boosting online presence.

Skills: Strategic planning, content marketing, branding, leadership, communication, media partnership

FTUShine - 'Cuoc thi Tieng hat sinh vien Ngoai thuong 2024' | Member of MarCom Dept.

(Feb 2024 - May 2024)

Key achievements:

- Led marketing execution and cross-function coordination for the Semifinal round, resulting in **300,000+** reach, **30,000+** engagements, **70** contestants and attracting **400+** live attendees.
- Supported **visual creation** for social media and events (e.g., posters, countdown posts, and photoshoot layouts).
- Delivered cohesive and data-driven content strategy, achieving a **30%** follower growth (10k - 14k followers), **150%** increase in overall engagement and ensured consistent branding across all communication channels

Skills: Teamwork, design, marketing planning, content creation, performance tracking

CONTENT CREATOR ON TIKTOK | @ket.iu29

(June 2024 - Present)

Key achievements:

- Built a **TikTok channel about FTU2 student life**, growing it to 1K+ followers and 21K+ likes, with a top video hitting 50K views.
- Applied skills in video editing, storytelling, and community engagement, creating content that resonates with the student audience.

ACHIEVEMENTS

- IELTS (7.5)**
- Top 8 Finalist**, Integrated Marketing First Event 2024 – “Martrip”
- Top 8**, H4TF Project – Business Management: Glocalization
- Top 3 Finalist**, Mentoring Series 2025 – Customize for Optimization

SKILLS

- Technical Skills:** Social Media Management, Content Strategy, Campaign Planning, Audience Engagement, Performance Tracking, Market Research, Adobe Photoshop, Canva, CapCut, Microsoft Office (Excel, PowerPoint, Word)
- Soft Skills:** Analytical Thinking, Communication, Creative Problem-Solving, Collaboration, Leadership, Time Management, Adaptability