



CONTACT INFORMATION

- +84 976434672
- lamtunhi990123@gmail.com
- District 5, HCMC
- [Linkedin](#)
- [My Portfolio](#)

EDUCATION

2022 - 2026 (Expected)

RMIT UNIVERSITY VIETNAM - SGS CAMPUS

Bachelor of Digital Marketing

Minor in Logistics and Supply Chain

SOFT SKILLS

- English
- Organizational Skill
- Time Management Skill

TECHNICAL SKILLS

- Analytical Skills (Meta Business Suite, TikTok Analytics)
- Research & Data Storytelling (Semrush, RivalIQ, Google Trends)
- Content Development
- Design and Edit Skill (Canva, Capcut, Ai, Ps)

CERTIFICATION

- Microsoft Office Specialist - Excel
- Fundamental of Digital Marketing - Google
- Google Ads Creative Certification - Google
- colorME - Adobe Photoshop & Adobe Illustrator
- Marketing Foundation - Tomorrow Marketer

PROJECTS

- TVC Production - Dragon Capital
- Mobile Marketing - AhaFood.AI
- Instagram project - Salient Coffee
- Facebook project - Highlands & The Coffee House
- TikTok project - Bật Mí Bí Mật Showbiz

LAM TU NHI

Brand Communication Intern

CAREER OBJECTIVE

A passionate final-year Digital Marketing student with hands-on experience through internship and freelance projects. I consider myself as the one who blends strategy and creativity harmoniously. My career goal is to reach senior level in Marketing industry in the next four years that will provide possibilities for me to gain rigorous experience in both customer and market knowledge as well as strategy landscape.

EXPERIENCES

ĐẬU HOMEMADE

Sep 2024 - Nov 2024

◆ MARKETING INTERN - FULL TIME

Brand and Creative Supporting

- Brainstorming and video production (pre-production, filming and editing) for communication activities on TikTok channels (Nhà Làm Đậu Hũ and Chuyện Nhà Đậu), gained ~50 000 organic views.
- Planning, executing Facebook and Instagram posts for October, November activities and working with Design team to for visualization.
- Supporting livestreams to grow sales on Facebook and being responsible for monitoring promotional programs on food delivery applications and managing the point accumulation system at the restaurant.

YBOX

Apr 2023 - Aug 2023

◆ MARKETING MEMBER

Branding and Creative Supporting

- Working collaboratively with the Editorial team to deliver the quality of content for Tâm Lý Học Tuổi Trẻ and participating in organizing online event, extracurricular activities on YBOX website.
- Researching for trends and reliable job opportunities and activities to secure job listings, expanding the opportunities to target audience.
- Applying screening processes to ensure the reliability of job opportunities and contributing to the establishment of YBOX as trusted source for job seekers.

EXTRACURRICULAR ACTIVITY

CHILLGANGS SAIGON

Feb 2023 - Oct 2023

◆ CO-FOUNDER OF CHILLGANGS SAIGON

- Executing end-to-end video production, including filming, editing, sound design and visual effects to deliver high-quality content.
- Analyzing video performance metrics and adapt content strategies to drive engagement and growth.
- Gained ~15 000 interactions in total.