

LINH NGOC PHUONG VY



ABOUT ME

As a final year student in Marketing, I've developed a new passion for creativity, and a desire to learn new things. My life motto is "Always say yes and try before you say no"



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Tan Phu, TP.HCM, Viet Nam

OBJECTIVE

Short-term: Graduating with Distinction classification from university, improving content creation and branding skills

Long-term: Taking part in the Marketing industry, obtaining a full-time position, and being a Manager in the next 5 years

EDUCATION

UEH University | 2022 - 2026

Field of Study: Marketing

-GPA: 3.66/4

- Fundamental Marketing: 4.0/4.0
- Creative Thinking for Marketing: 4.0/4.0
- Marketing Research: 3.5/4.0
- SEO Unlocked Course Neil Patel

SKILLS

- Microsoft Office Specialist Certification
- Time Management
- Individual Working and Collaboration
- Proactive, Can-do attitude
- Detail - oriented and Result - oriented

LANGUAGE

- English - English Certification IELTS MOCKTEST: 6.0/9.0
- French (Basic)

Brand & Communication Intern

EXTRACURRICULAR

Admin, Fanpage "ArtTech Era"

01.2025 - 03.2025

- Being a leader and people management with **5 members**
- Researched persona & customer journey, and directed the content strategy, including timeline, content pillars, angles.
- Created, researched content, and designed posts related to ArtTech Major at UEH, posted at least 2 posts/week on the page, ran Facebook Ads
- Achievements: gained **648 followers**, reached 8.7K users, 2.1K engagements, and 6.8K page visits in **1,5 months**.
- Featured post: original content and design with **65 reactions, 19 comments, 9 shares** - Video / with **54 reactions, 18 comments, 7 shares** - Post

UEH YOUNG RESEARCHER 2025 competition

04.2024 - 01.2025

- Developed research model, designed quantitative research
- Analyzed data, wrote the practical implications
- Won **B Prize**, accounting for **14.5% of total submissions**

IMC Campaign for Grab

11.2024 - 12.2024

- Conducted market research, analyzed the company, designed the IMC plan, created TVC, and estimated budgets
- Achieved a **grade of 9/10, 90% of surveyed users** found the campaign impressive

Brand Extension for Milo

09.2024

- Analyzed market, customer needs, and product trends to launch Miloaf
- Scored **9.3/10, 80% of surveyed users** said they would try the product if officially launched.

Project Leader, Marketing Management - Local Homestay App Project

09.2024 - 10.2024

- Being leader and people management with **10 members**
- Led strategic direction, conducted market research, ideated app concepts, developed IMC plan
- Grade: **9.5/10, 100% of survey** respondents liked the app's features.

Member of the External Relations Department, "UEH Cinebox" event

19.04.2024

- Estimated cost, find sponsors, contact MC and speakers
- Attracted **2,000 attendees** and raised **1.9 million VND in cash** and **1.9 million VND in in-kind sponsorship**.

Head of Content Department, Charity Event "Miền Ký Ức"

02.2025 - 03.2025

- Head of Content Department - scheduled the event program, wrote the MC script, filmed and photographed the event, managed technical aspects
- Welcomed **15 elderly participants** who gave positive feedback.