

# TRINH PHUONG ANH

## PLANOGRAM STAFF

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### PROFILE

I am an energetic, creative individual with a strong passion for Event Marketing. Throughout my studies and internships, I have developed solid skills in planning, effective time management, communication, teamwork, cross-department coordination, and adaptability in high-pressure environments. With a proactive mindset and a strong sense of responsibility, I aspire to contribute to impactful events that deliver positive experiences for customers and enhance the brand image.

### SKILLS AND TOOLS

Event Planning	Event Promotion & Communication	Creative Thinking
Event Execution	Post-event Evaluation & Reporting	Time Management
Basic Design (Canva, Capcut, ...)	Partner Coordination	Adaptability & Problem-solving

### PROFESSIONAL EXPERIENCE

- Marketing Intern (Part-time), Apollo English

Feb 2023 - May 2024

  - Participated in planning, organizing, and executing 10+ branding events at schools, residential areas, and community centers, including Info Day, Christmas, Summer Gala, Children’s Day, and Halloween.
  - Managed event logistics: prepared POSM, gifts, budget planning, vendor coordination, venue setup, and on-site operations.
  - Built and maintained strong relationships with schools, local communities, and stakeholders to support media and branding collaborations.
  - Proposed and implemented interactive engagement activities to boost audience participation and brand awareness.
  - Assisted in executing marketing collateral and promotional items, ensuring consistency across all brand touchpoints.
  - Worked cross-functionally with internal teams to optimize campaign performance and attendee experience.
- Brand Marketing Intern (Full-time), Duy Anh Fashion and Cosmetics (DAFC)

Aug 2024 - Dec 2024

  - Supported the ideation and execution of brand marketing campaigns, focusing on the launch of new collections from luxury fashion brands such as Dolce&Gabbana, Balmain, Christian Louboutin, and others.
  - Participated in the organization of luxury brand events such as Made to Measure (MTM), Holiday Gifting, Majolica Event, and Private Sale 2024, etc. with roles including event coordination, VIP customer service.
  - Brief contents, posters, SMS, and Viber messages for social media campaigns to ensure brand image.
  - Reported and analyzed the performance of social media posts, including engagement rates and audience feedback.
  - Coordinated with cross-functional departments including PR, Visual Merchandising, Retail, CRM, etc. to ensure synchronized execution of brand-enhancing activities.

### EDUCATION

- HCMC University of Technology and Education

Sep 2021 - Sep 2025

  - Major in Industrial Management - Marketing.
  - GPA: 3.15/4.0.

### ADDITIONAL INFORMATION

- Languages:** English.