



# TRẦN THỊ NGỌC QUỲNH

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## SUMMARY

I have a passion for understanding consumer behavior and turning insights into compelling marketing strategies. Experienced in contributing to integrated campaigns, creating inspiring creative briefs, and delivering appealing presentations. Known for a curious and strategic mind, with a knack for finding rhythm in chaos and presenting clear, compelling thoughts.

## WORK EXPERIENCE

**Marketing Intern at Philips Avent- Personal Care.** **October 2024 - April 2025**

- Monitoring and managing brand’s social media platforms: Facebook, Instagram, adjusting outreach tactics as needed.
- Develop a marketing strategy that emphasizes the safety, reliability, and ease of use of Philips Avent products, based on customer persona and insights from primary & secondary data.
- Monitoring all social media platforms for trending news, ideas. Utilize tools designed to track and analyze social media trends, by using Google Trends, Buzzmetrics.
- Assist Digital team in collecting data and execution tasks: tracking metrics, monitoring, optimizing, and reporting (daily, weekly, monthly) on digital platforms like Facebook Ads Managers, Shopee Ads, TikTok and E-commerce platforms about onsite search. Analyze data from marketing funnel to have actionable insight.
- Leveraged testimonials from satisfied parents to highlight product features and benefits, boosting credibility and sales.
- Planning, creating compelling content for advertising content on Facebook a, TikTok live, Ecommerce based on customer journey map, enhancing brand awareness and association, image.
- Competitors & branding performance analysis: Identifying and analyzing the competitors' branding activities & Philips-branding performance regularly and occasionally.
- Branding designs: Participate in concept development and branding image design;

## Achievement

- Increased social media engagement by 25% through targeted content and trend analysis.
- Improved ad campaign ROI by 15% through data-driven optimization.
- Boosted brand visibility by 30% through effective content strategies. Managed integrated marketing campaigns across digital and traditional channels, achieving a 25% increase in product visibility.
- Partnered with parenting influencers to expand reach and build trust within the target audience, leading to a 20% increase in social media followers.

## EDUCATION

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### Bachelor of Bussiness

La Trobe University

- Major in Marketing

## ADDITIONAL INFORMATION

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- **Social Media Savvy:** Proficient in monitoring and analyzing trends on platforms like TikTok, Instagram, and Twitter.
- **Content Creation:** Skilled in creating engaging content, guidelines, and templates.
- **Analytical Skills:** Strong ability to analyze data and provide actionable insights.
- **Communication:** Excellent verbal and written communication skills.
- **Teamwork:** Proven ability to work effectively with multiple stakeholders.
- **Critical Thinking:** Logical and strategic thinker with a proactive approach.
- **Consumer Insights & Personas**
- **Strategic Marketing Development**
- **Integrated Campaign Management**
- **Performance Analysis & Optimization**
- **Creative Brief Development**
- **Presentation Skills**
- **Cultural Insights**