



TRẦN LƯƠNG THIÊN NGỌC

INTRODUCTION

A young and creative talent passionate about marketing and brand communication, with a strong interest in executing campaigns and creating engaging content. Experienced in supporting online and offline marketing activities, from social media management to event organization. Brings a combination of creative thinking, marketing knowledge, and hands-on experience in digital content creation, campaign tracking, and competitor research. My goal is to grow in brand and communication, contributing ideas and content that make an impact across different channels.

EXPERIENCE

SALES STAFF

LEVENTS | 2021 - 2022

- Understood customer needs, improving communication and problem-solving skills.
- Provided customer service and product consultation, ensuring a positive in-store experience.
- Supported product display and layout to align with brand visual merchandising guidelines.
- Managed time effectively, balancing various tasks and reducing waiting time by 10%.
- Handled customer issues efficiently, resolving disputes to maintain brand reputation.

SERVICE STAFF - BARISTA - CASHIER

UNCLE BƠ | 2022 - 2023

- Handled multiple roles in a high-traffic smoothie, often managing all operations independently during peak hours.
- Assisted with tasks beyond assigned role, optimizing workflow and reducing wait times by up to 30%. Built strong multitasking and stress management skills, consistently maintaining performance under pressure.
- Engaged with customers to understand preferences, enhancing upselling and personalized service.

MAKERTING ASSISTANT

KAIA | 2023 - 2024


- Coordinated product styling and concept development for photoshoots, selecting outfits and looks that aligned with each collection and the brand's visual identity.
- Kept up with the latest social media trends, had basic skills in photography and video shooting/editing
- Created detailed shoot schedules and supervised on-site operations to ensure smooth execution. Researched and reached out to potential KOLs/KOCs to promote new collections, enhancing brand visibility and engagement.
- Planned and managed the brand's content calendar, organizing posts by themes such as mix & match, customer feedback, and new arrivals to ensure storytelling consistency.
- Wrote creative and persuasive content for social media platforms and product launches, contributing to a 30% increase in campaign reach. Monitored and responded to customer messages across platforms, ensuring timely support and maintaining a positive brand image.
- Analyzed customer insights and behavior to inform product development and campaign planning. Supported livestream execution and event coverage, including writing captions, product highlights, and recaps.

ZEPETO GLOBAL OPERATION INTERN

SNOW CORPORATION | 9/2024 - 3/2025

- Supported daily in-app operations for ZEPETO Japan, including content uploads, push notifications, and livestream schedule management.
- Proficient in English communication and collaboration with international teams.
- Curated quality content from creators, leading to a 40% increase in FYP engagement during campaign periods.
- Conducted trend monitoring and identified potential Hot Creators, contributing to platform diversity and regional reach.
- Compiled weekly performance reports and user feedback, proposing data-driven improvements that enhanced campaign relevance. Worked with cross-functional teams (Content, Product, Design) to maintain a consistent and engaging user experience.

BRAND & COMMUNICATION INTERN

 0704618711

 luongthienngoc03@gmail.com

 Ho Chi Minh City

EDUCATION

HUFLIT University

INTERNATIONAL RELATIONS
2021 - 2024

SKILLS

- Communication
- Content Writing
- Presentation Skills
- Critical Thinking
- Problem Solving
- Time Management
- Canva, Capcut
- Microsoft Word
- Excel
- PowerPoint
- Photoshop