



VO PHAM BAO NGAN

Brand Marketing Specialist

INTRODUCTION

As an ambitious individual, despite having just graduated in 2023, Bao Ngan has spent years immersed in the Marketing field through a variety of organizations, local corporations, and multinational startups. She's trying harder than ever to capture and fully understand all aspects and natures of the Marketing industry.

CERTIFICATION & AWARDS

2017: IELTS 7.0

2018: MOS - Microsoft Office Specialist

2019: Vice-Dean Scholarship from Western Sydney University

EDUCATION

Western Sydney University 2019 - 2023
Major: Marketing

OTHER WORK EXPERIENCE

smallWORD Experience 2017 - 2019
Part-time Event Organizer

AEG STEAM English 2019 - 2021
Part-time Teaching Assistant

The IELTS Workshop 2020 - 2022
Part-time Teaching Assistant

Langmaster 2021 - 2022
Part-time Teacher

CONTACT

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Portfolio: [see here](#)

MARKETING WORK EXPERIENCE

Content Marketing Collaborator

UEH-International School of Business | 3/2020 - 3/2021

- Brainstorming creative ideas and executing monthly content plans for UEH-ISB official website, Facebook page, and community groups
- Produce storyboard, video clips for UEH-ISB official website, Facebook page, and community group
- Assist in both online and offline events for the school (E.g., Admission Events, Graduation Ceremony, etc...)
- Translating academic articles from partner schools

Social Media Intern

ELSA Speak Vietnam | 08/2021 - 03/2022

- Be in charge of creating and executing TikTok plans monthly, which helped TikTok achieve 150% of its annual channel growth goal in the first quarter of 2022
- Assist Brand Marketing Specialist & Brand Marketing Executive in working with KOLs/ Influencers and process paperworks
- Be in charge of and monitor postings across communication channels: TikTok, Facebook pages and Facebook groups, Youtube, Instagram

Brand Marketing Executive

ELSA Speak Vietnam | 04/2022 - 02/2024

- Mainly in-charge of planning and implementing brand marketing strategy on owned channels (Facebook, TikTok, Instagram) with 221% of annual KPI achieved
- Co-ordinate & assist line manager in executing all influencer marketing campaigns for Vietnam market with 112% of annual KPI achieved
- Planning PR campaigns and working closely with in-house teams, freelancers, and agencies to ensure impeccable execution

Brand Marketing Specialist

ELSA Speak Vietnam | 03/2024 - 05/2025

- Mainly in-charge of planning and implementing influencer marketing campaigns for Vietnam market with 133% of annual KPI achieved
- Managing the company's online presence, including all social media accounts (Facebook, TikTok, Instagram, Threads) and sponsorship with organizations/ student clubs
- Collaborating with in-house team, freelancers, and agencies (advertising, market research, PR) to lead and ensure impeccable execution of all brand marketing activities
- Managing budgets and resources related to brand management and all influencer marketing activities