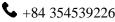
HUYNH HUU NGHIA

Be Van Cam Street, Tan Kieng Ward, District 7, Ho Chi Minh City











CHARACTERISTICS & SKILLS

- **In daily life:** Generous, sociable, creative
- In the aspect of work: Fast-learning, flexible, responsible, strong teamwork spirit, willing to learn mindset
- **Outstanding skills:**
 - Creative ideas
 - English and Chinese communication (Low advanced)

EDUCATION

University of Economics Ho Chi Minh City

Major: International Business Grade Point Average: 3.46/4.0

WORK EXPERIENCE

❖ MTrading (remote)

October 2024 - Present

Content Executive Vietnam (6 months contract)

Main responsibility: Drive localized content strategies to align with global campaigns, ensuring consistency and effectiveness across markets.

- Lead content creation, including promotion emails, video scripts, website content, translation, ...
- Collaborate with the global team to maintain unified messaging across regions, contributing to campaign ideas and short-term promotions.
- Oversee all content-related tasks for quarterly and monthly promotions.
- Support additional marketing activities, including the production of marketing materials and corporate gifts.

❖ MAC Media (*Collaborator*)/ **Freelance**

June 2024 – October 2024

Project Collaborator

- Execute social and digital plans for 3 real estate projects in Hai Phong and Ho Chi Minh City.
- Write social content, ads, seeding caption and direction, and video scripts.
- Brainstorm communication concept and strategies.
- Develop communication pillars and content angles.
- Generate creative ideas, key hooks...

Projects Media Communication

- Manage promotional activities to attract audiences and enhance visibility for various projects and campaigns across multiple social media platforms.

- Develop content strategies.
- Create engaging content, including social media posts, video scripts, and campaign messages.
- Oversee social media platforms & implement community engagement initiatives.

***** Thang Long Real Group

June 2023 – June 2024

Marketing Executive

- Join quarter marketing campaign: campaign ideas, in charge of following the social media plan.
- Create social post, content landing page, emails in Vietnamese and English.
- Oversee content updates and ensured accuracy and consistency through CMS.
- Participate in and prepared for big events and mini events: briefing, creating proposals, reviewing quotations...
- Follow digital plan: orientation, financial allocation, target audience allocation, seeding...
- Administrate internal digital platforms.
- In charge of contacting influencers, KOL, KOC.
- Join production process of marketing publications: project video, TikTok video, campaign photo set.

❖ DKSH VietnamJuly 2022 – January 2023

Activation project administrator (internship)

- Join Heineken Vietnam activation campaign as actual field supervisor of the Tiger Crystal Summer Activation 2022.
- Join Nivea Beiersdorf, and Brand's campaign as an assistant in personnel.
- Work with vendors to manage and execute production tasks.
- Supervise actual field activation activities.
- Congregate and revise weekly report from field team.

❖ Freelance October 2019 – Present

Event

- Developed ideas, proposals, and budgets; coordinated with partners and suppliers.
- Operated and executed event programs.
- Managed personnel: MCs, promotional staff, singers, tea-break arrangements, etc.
- Supervised and monitored event scripts.

Tutor

- English and Chinese speaking tutor for office workers.
- English and Math tutor for secondary school students.

❖ Spuren Company Ltd

May 2021 – May 2022

Operator, Content Writer

- Member of SWIO project an online ticket booking application. Discover and comment application's bug.
- Write posts and design on social platforms, website.

❖ Jidai Japanese Language Center & Do Nhan Education Center

August 2019 - June 2020

Operator, content writer

- Write posts and design on social platforms.
- Prepare the documents for teachers and classes.

CERTIFIATIONS & ACHIEVEMENTS

Chinese Proficiency Test Level 4 + HSKK (Speaking Low Advanced)

Certificate of Achievement TOEIC
Certificate of Fundamentals of Digital Marketing
Certificate of Confucius Culture and Tourism Envoy in Shan Dong, China
Certificate of Digital Literacy IC3
September 2021
October 2020