



PHAN THANH PHUC

Promotion Staff

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📍 7 District, Ho Chi Minh City

🏠 2002

EDUCATION

- _ Ton Duc Thang University
- _ Marketing
- _ 2020 - 2024
- _ GPA: 7.8/10

SKILLS

- _ Adobe Illustrator, Adobe Photoshop
- _ CapCut Pro
- _ Meta Business Suite
- _ Microsoft Word, Microsoft Excel
- _ PowerPoint, Power BI
- _ Project Management
- _ Team Leadership

CERTIFICATE

- _ MOS: Microsoft Word, Microsoft Excel
- _ CEFR: B2

CAREER OBJECTIVE

Short-term goal: Accumulate knowledge, skills and experience to become a Marketing specialist after 2 years of working.

Long-term goal: Participate in many large Marketing projects and campaigns as a leader after 5 years of working, bringing value to the company and customers.

WORK EXPERIENCE

SALES AND MANAGEMENT 04/2023 - 07/2023

Khang Trang Shipbuilding Company Limited

- Content writing for sales
- Product and order management
- Coordinate with the factory to ensure on time delivery
- Inventory management and control
- Daily target reporting

CONTENT WRITER 08/2023 - 12/2023

Hong Vu Auto Repair Company Limited

- Content planning, creating Timeline for posting
- Content writing to take care of Fanpage
- Keyword research, SEO article producing
- Manage and operate Fanpage, Website
- Receive and implement Marketing campaigns

SOCIAL MEDIA CONTENT 03/2024 - 08/2024

S Home Real Estate Company Limited

- Support customer portrait research, search for Insight
- Participate in building a Social Media plan with the team
- Form Ideation and content production on Facebook, TikTok
- Conceptualization and implementation of events, Sales Promotion programs
- Monitor, evaluate and measure the effectiveness of marketing activities