

# HOÀNG THỊ THU TRANG

## Promotion Staff

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https://tinyurl.com/trang02portfolio2025

## SUMMARY

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Creative and results-oriented marketer with expertise in project management, social media strategy, and integrated marketing. Known for strong organizational skills, attention to detail, and delivering high-quality solutions in dynamic environments. Passionate about driving impactful outcomes and achieving brand objectives.

## EDUCATION

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### Danang University of Economics

Da Nang City

Bachelor of Marketing with Honors

Graduated: July 2024

- Major in Marketing Communications
- **GPA:** 3.75/4.0
- **Honors & Awards:** Recipient of the 'Student of 5 Merits' award at the City, University of Danang, and Danang University of Economics levels.

## EXPERIENCE

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### DANANG DRAGONS

Da Nang City

Marketing Staff

May 2023 – September 2024

- Designed and managed all visual branding for the team, ensuring consistency across events and platforms at the Vietnam Pro Basketball League in 2023 and 2024.
- Created social media content for a page with over 78,000 followers, achieving 957,600+ impressions and 319,600+ organic reach.
- Played a key role in the organizing committee for the "Truong Twins Meet 'N' Greet" 2023, a partnership event with MSE Group and Timo Digital Bank, attracting over 500 attendees.

### DANANG BASKETBALL DEVELOPMENT CENTRE

Da Nang City

Creative Executive

August 2023 – July 2024

- Increased audience growth through engaging content creation, adding 2,730 followers and generating 52,100 interactions.
- Improved student acquisition, enrolled 500 new participants through conversion-optimized marketing campaigns.
- Amplified audience engagement, reaching 470,000 individuals and driving over 2.5 million campaign views to establish the center's reputation.

### CHIIC DIGITAL

Da Nang City

Graphic Design Intern

March 2022 – May 2022

- Produced up to 5 social media posts weekly and developed point-of-sale materials tailored to client branding strategies.
- Actively participated in weekly branding and brainstorming sessions with the Visual Team to conceptualize and refine marketing initiatives.

### HOME ENGLISH

Da Nang City

Marketing Staff

March 2021 – August 2021

- Developed and managed daily social media content, boosting engagement and reach.
- Contributed to media planning and video editing for marketing campaigns.
- Coordinated the first four online workshops, each attracting over 200 participants.

## LEADERSHIP AND ACTIVITIES

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**HO CHI MINH YOUTH UNION - FACULTY OF MARKETING**

October 2020 - July 2023

**Member and Head of Media Team**

- Planned and executed communication campaigns for events such as freshmen greeting, sports competitions, and volunteer/charity activities, designing online and print publications annually.
- Led the Marketing King & Queen event, achieving a page reach of over 85,000, gaining 1,900+ likes, and 2,000+ new followers in 2 months.
- Maintained and optimized the organization's landing page, growing the follower base to 6,400+.
- Served as Communications Leader for a camp event with 850 participants, successfully ensuring event-wide engagement.

**MARCOM PLAN COMPETITION - FACULTY OF MARKETING**

December 2022

**Member of First-Prize team**

- Developed a 3-month IMC plan for Là Giấy Local Art - Coffee - Handmade.
- Edited the TVC campaign "Là đi mô rứa", highlighting Danang's unique cultural identity.

**SHOWCASE OF THE Z 2022 - FACULTY OF MARKETING**

May 2022

**Member of First-Prize team**

- Created a digital marketing plan for Noir.Studios - a local fashion brand - using a mix of online communication tools.

**LANGUAGE**

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**ENGLISH (Proficient)**

- IELTS Academic
- Overall Band 6.5

**KEY SKILLS**

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|--------------------------|-------------------------|
| • Social Media Marketing | • Event Organizing      |
| • Project Management     | • Microsoft Office      |
| • Media Planning         | • Research & Analysis   |
| • Creative Design        | • Leadership & Teamwork |
| • Video Editing          |                         |