

VANG THI BAO QUYEN



12/2002



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EDUCATION & CERTIFICATION

Ho Chi Minh Open University (HCMOU)

10/2020 - 12/2024

- Business Administration (Marketing)
- Academic performance: Good

Achievements

- School Level Scientific Research: Consumer purchasing behavior during Covid-19 pandemic.

Language

- Toeic 600+ (2024)
- Vstep B2 (2024)

Certification

- Basic IT Certificate (HCMOU/2023)
- Digital Marketing Certificate by Google (2023)

PROFESSIONAL EXPERIENCE

CONTENT MARKETING

09/2024 - 03/2025

Sbusiness Group

- Develop marketing ideas for projects and plan fanpages according to customer requirements.
- Write content and write image scripts for fanpages & websites (SEO standard).
- Participate in writing scripts, filming and editing short videos.
- Perform seeding activities on fanpage reviews and posts.

MARKETING INTERN

08/2023 - 01/2024

Apec Global

Content Marketing

- Create and schedule regular content for the company's fanpage, ensuring alignment with brand identity.
- Edit and design basic visual for social media posts and communication campaigns.
- Assist with printing tasks and prepare materials for internal company events.

Email Marketing

- Propose email calendar, identify target audience and product categories, personalized key messages based on trends, promotions programs seasonal factors.

FREELANCE MEDIA PROJECT

09/2023 - 11/2023

- Work directly with a TikToker to assess the potential for YouTube channel growth based on current content and audience behavior.
- Propose a YouTube channel rebuilding strategy to synchronize content across platforms, leveraging existing TikTok audience
- Qualitatively analyze content effectiveness and user behavior to support YouTube-appropriate content decisions.
- Enhance the ability to coordinate and communicate media direction to influencers.

PERSONAL SKILLS

- Team Collaboration, Time management
- MS Word, Excel, PowerPoint
- Communication, Problem-solving
- Content Creation & Strategic Thinking

PORTFOLIO

Creative

By Bao Quyen

INTRODUCTION

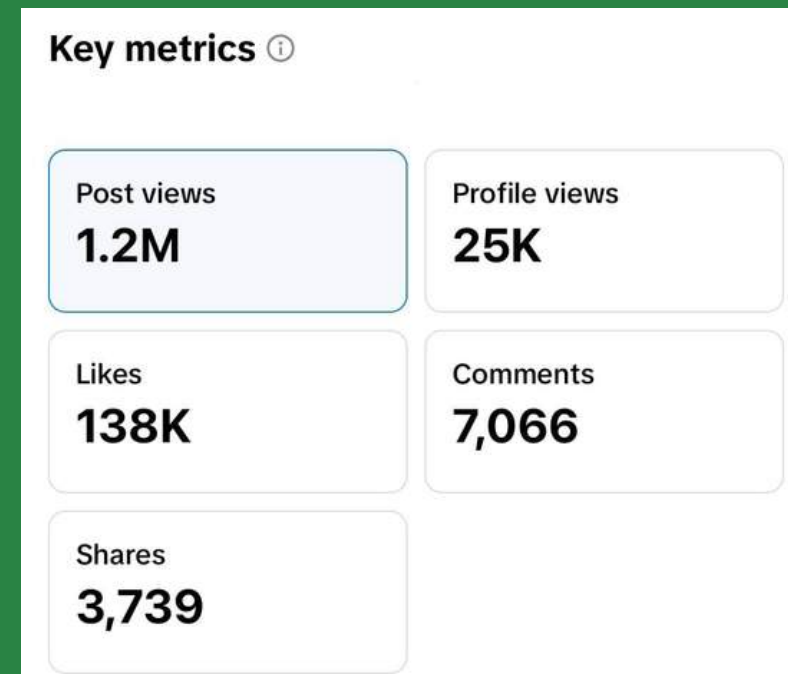
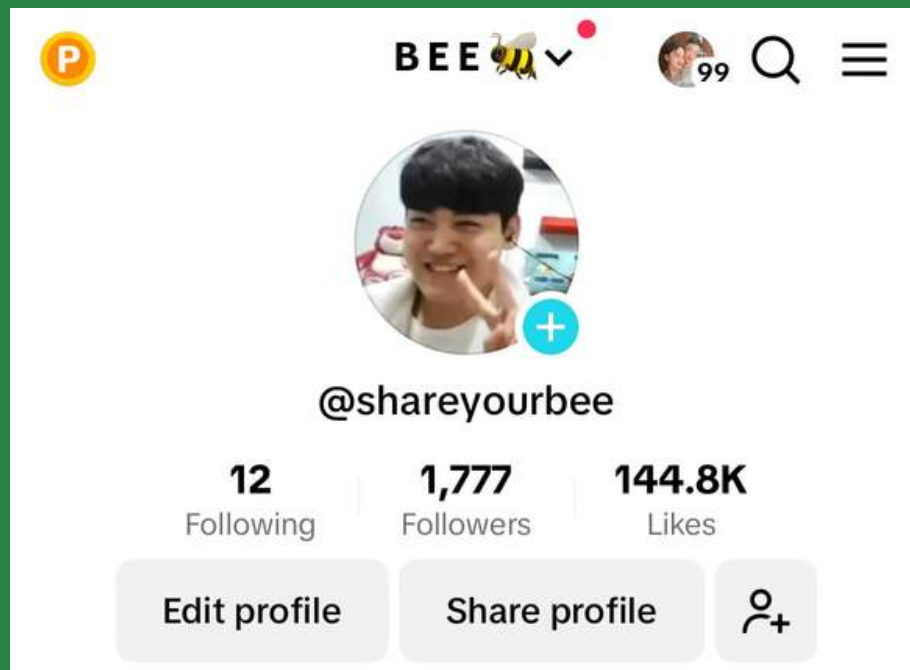
myself

The purpose of adding this part is because I want employers to see my personality and the things I have done. From there, employers can easily realize "Am I suitable for this position?".



SOCIAL NETWORK

shareyourbee



With a strong passion for creating content on social media platforms, I tried to build a channel specializing in POV (Point of view) focusing on the Esport field. And here are my results after 5 months of building the channel (This is a non-profit site).

Viewer insights ⓘ

Gender

Age

Locations



● Male	48%
● Female	52%
● Other	0%

Gender balance --> content is universal and accessible to many audiences.

However, the female ratio is slightly higher
→ you can consider promoting content with emotional elements, lifestyle, or light insights.

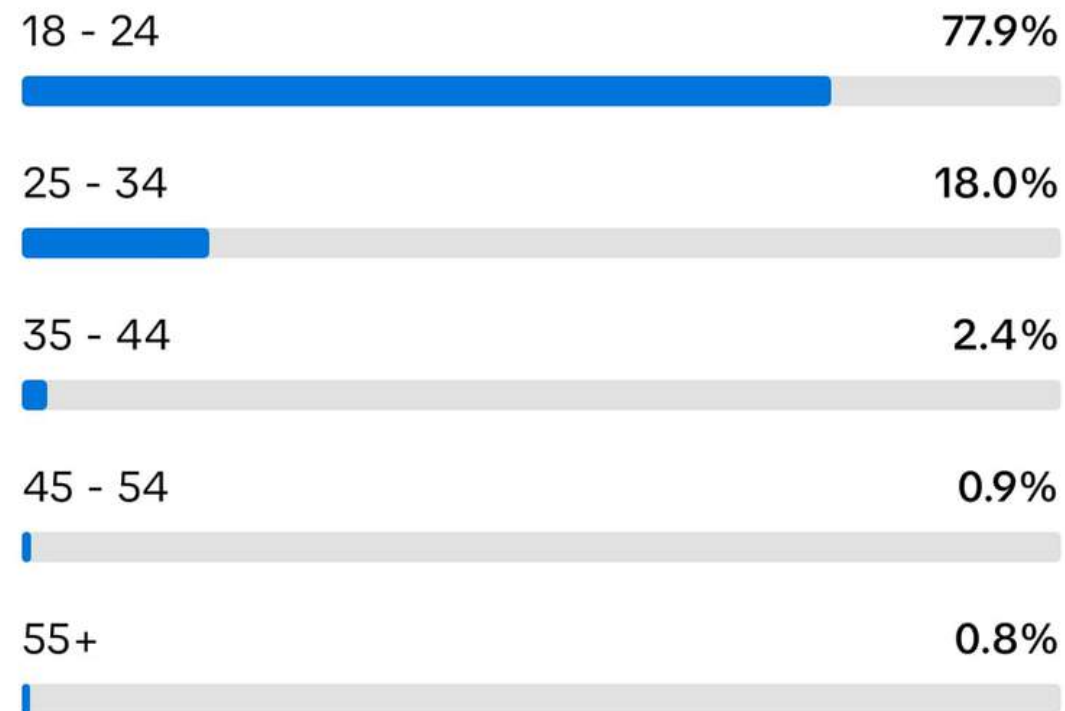
Maintaining this balance is also a plus point to help the content be flexible

Viewer insights ⓘ

Gender

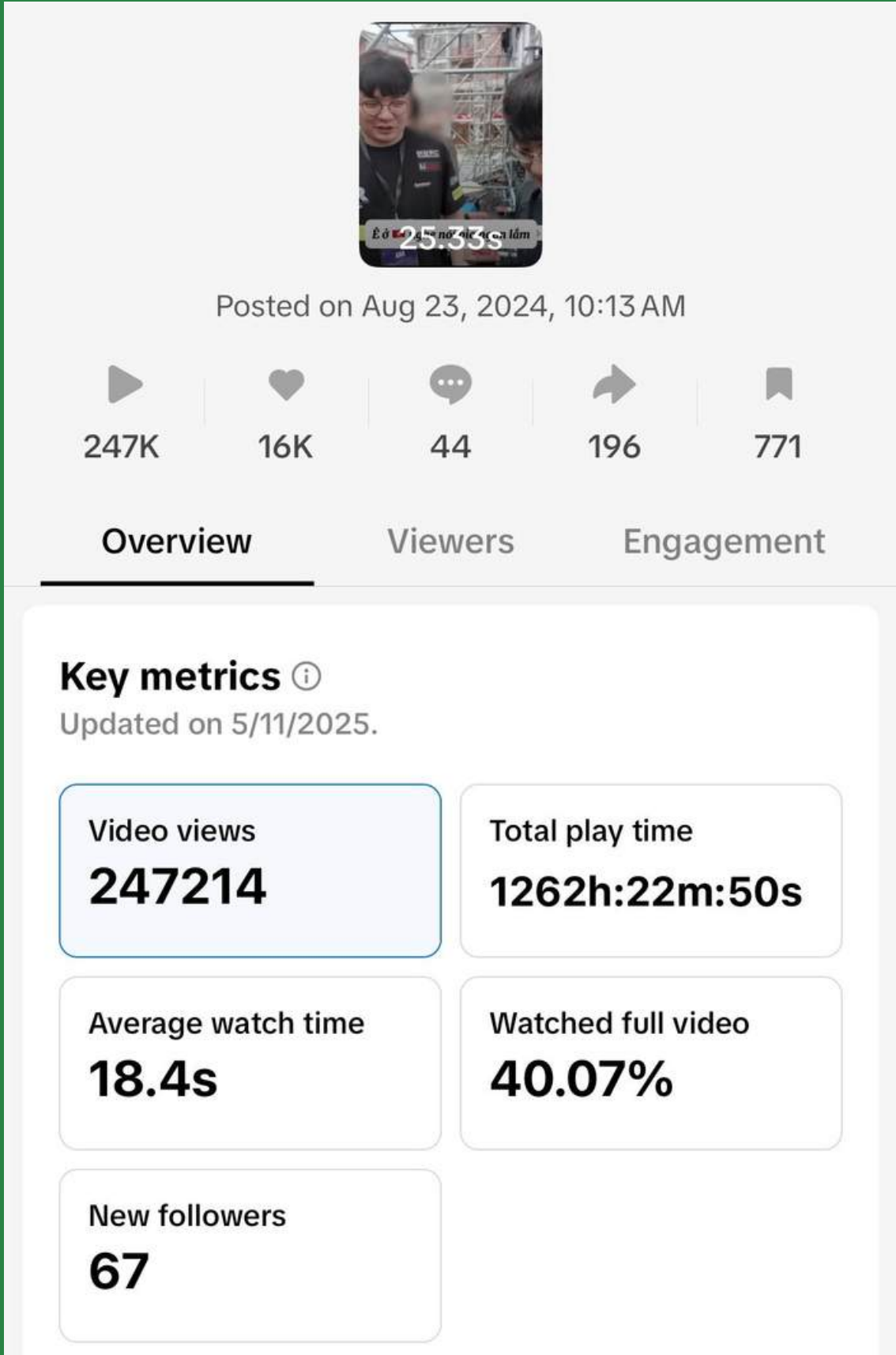
Age

Locations

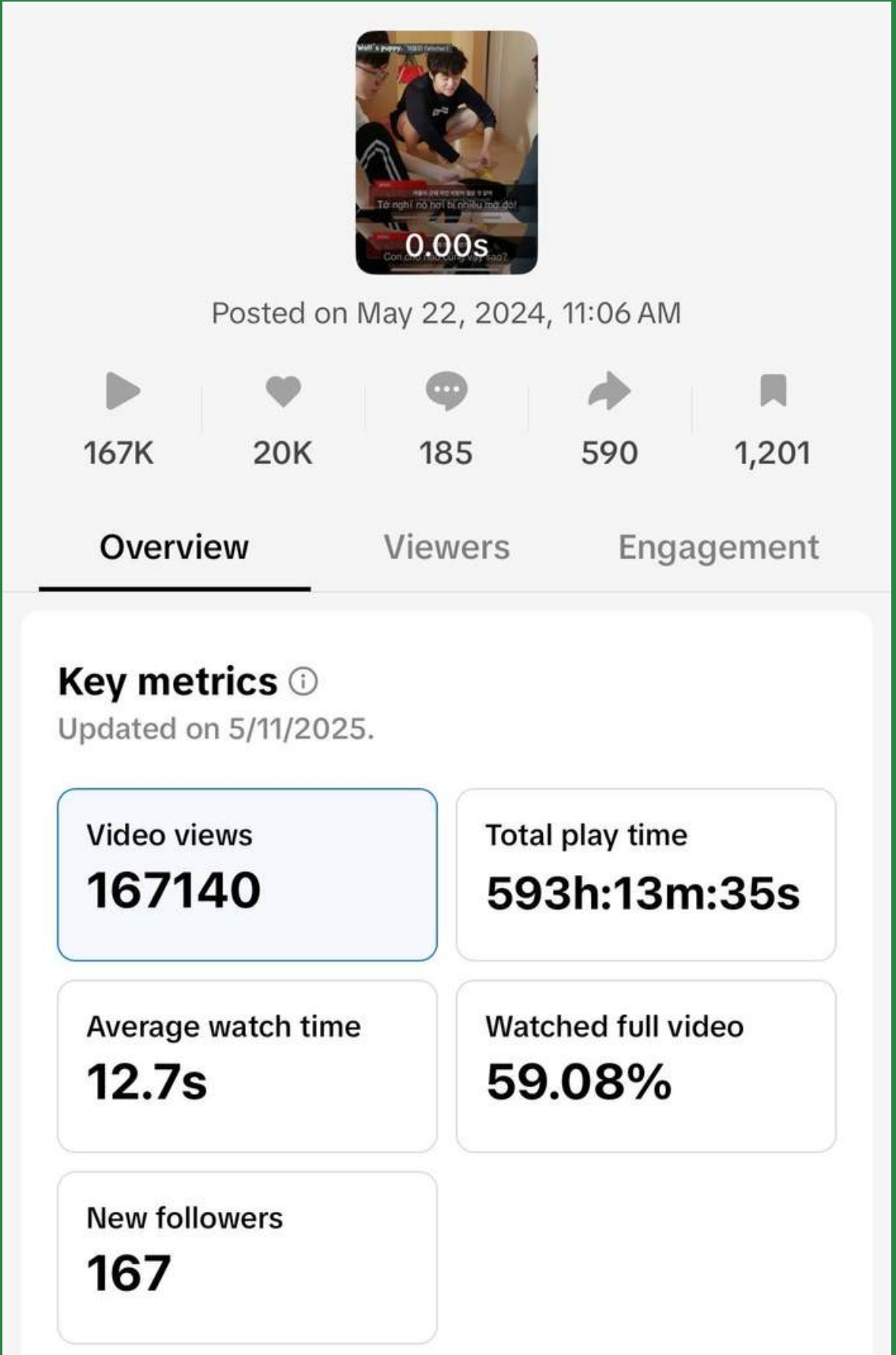


The 18–24 group dominates with 77.9%, followed by 25–34 with 18%.

→ This is the Gen Z and Millennials group who tend to love short, entertaining content and quick trend updates. This helps me develop the skills to grasp “trends”, use appropriate language and create accessible content.



VIDEO 1



VIDEO 2

CONTENT OVERVIEW

	View	Like	Comment	Share	Favorite	Avg Watch Time	% Watch full	New followers
Video 1	247,214	16K	44	196	771	18.4s	40.07%	67
Video 2	167,14	20K	185	590	1201	12.7s	59.08%	167

DATA ANALYSIS

Posting Time

Both videos are posted in the morning (10–11am)
-> suitable for the online habits of the 18–24 age group.

Video B (posted at 11am) has a high completion rate and brings in more followers --> better conversion efficiency.

Viewer retention

Video A has a higher average view duration but a lower completion rate, suggesting that the ending is not engaging enough.

Video B has a lower view duration but a 59% completion rate, demonstrating that a short and concise structure is effective.

DATA ANALYSIS

Engagement & Sharing

Video B outperforms in:

- Hearts: 20K (vs 16K)
- Comments: 185 (vs 44)
- Shares: 590 (vs 196)
- Video Saves: 1,201 (vs 771)

These are strong engagement metrics, demonstrating the emotional connection and organic virality of the content.

Conversion Efficiency

Video B brought in 167 new followers, nearly 2.5 times more than Video A
→ demonstrating a very good conversion rate from viewers to followers.

PROPOSE

Category	Propose
Content format	Prioritize short videos $\leq 20s$, hook from the first 3s
Posting time	Continue to develop the morning time slot (10-11am), test the evening time slot (7pm-9pm)
Follower Growth Goals	Focus on emotional content, with viral elements
Future Content Direction	Maintain the style of Video B as the main format - easy to share, easy to empathize, easy to watch all the way through

FREELANCE MEDIA

PROJECT

mainpage



👤 KỂ CHUYỆN LẦN THỨ ĐI ĐẸ | MỘT NĂM KHÔNG ĐĂNG VIDEO: CHUYỆN GÌ ĐÃ XẢ...

31 nghìn lượt xem • 7 tháng trước

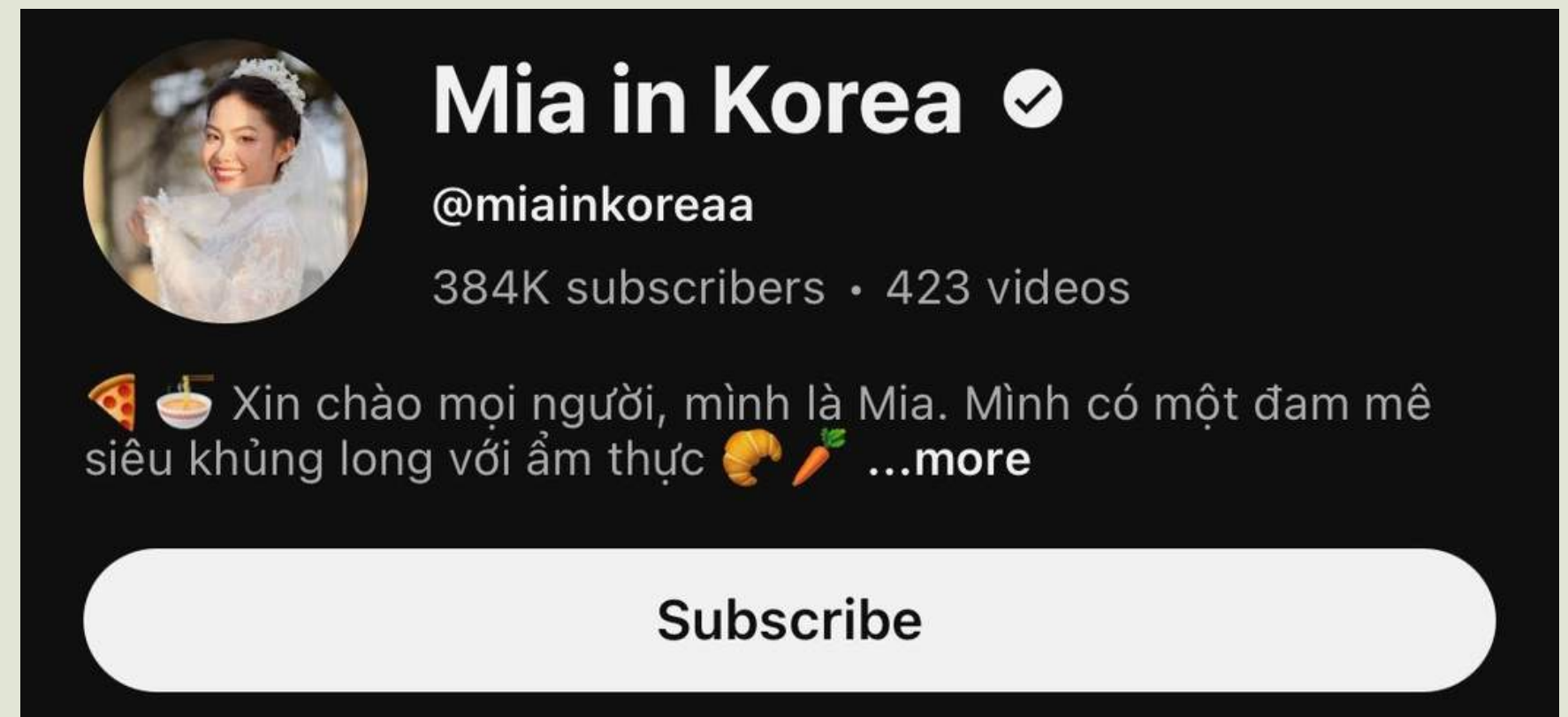


💎 MỘT NGÀY LÀM BA MẸ BỈM | Cho ăn, bú sữa, tập gym,.. hết một ngày 🍼

74k lượt xem • 7 tháng trước

- Influencers already have a stable YouTube audience but have not exploited it effectively.
- YouTube has a middle-aged audience, potential to expand the target audience.

INSIGHT

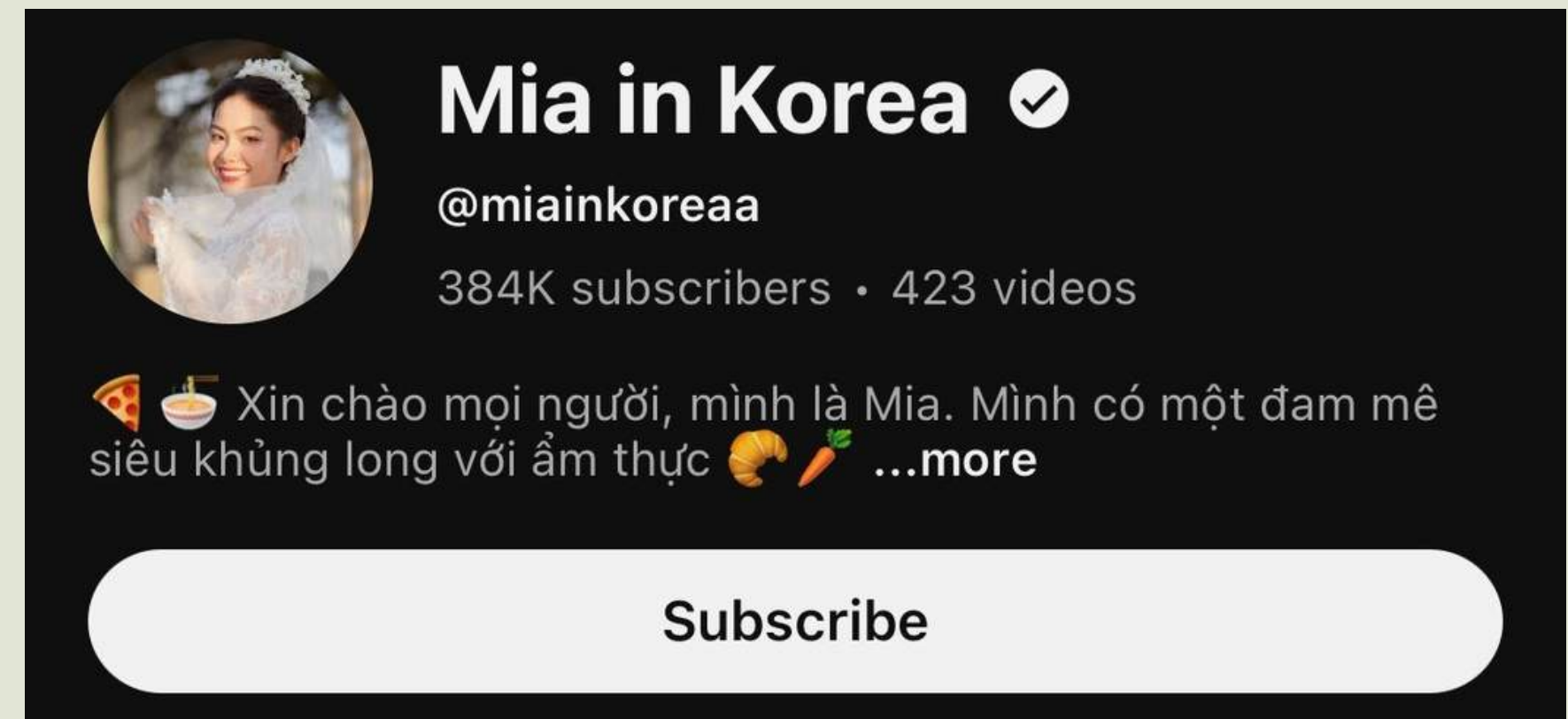


- Reorganize YouTube content into clearer and more in-depth topics than TikTok.

👉 Clearer, deeper content than TikTok.

👉 Combine short TikTok-style videos with long-form video series that suit YouTube viewers' tastes.

ORIENTATION

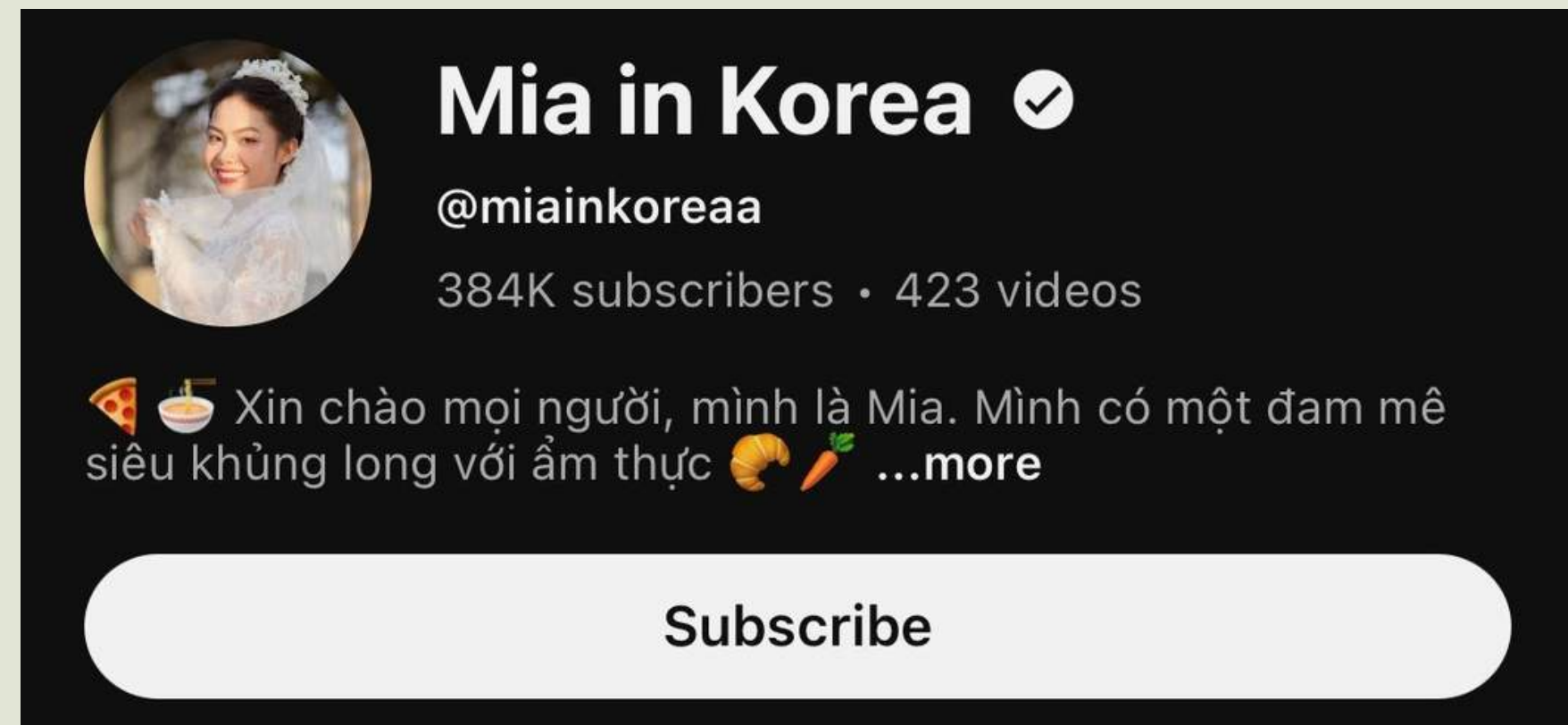


👉 Focus on food + experiential travel.

👉 Add Q&A, storytelling, daily life to connect.

👉 Post videos regularly to maintain interaction.

ORIENTATION




- I chose storytelling content as a comeback clip after 1 year because this content will create curiosity.

--> Increase clicks


(YouTube algorithm: More clicks --> more suggestions)






BẦU 5 THÁNG BAY 10 TIẾNG CÙNG CHỒNG VỀ VIỆT NAM THĂM...

172K views · 1 year ago




TỤI MÌNH CÓ EM BÉ! 🥰 | Nhật kí những ngày đầu làm mẹ 🥰

214K views · 1 year ago




NGHỈ LỄ ĂN ĐÃ ĐỜI Ở HÀN QUỐC | mukbang vlog | Mia in Korea

184K views · 1 year ago



CÀN QUÉT ẨM THỰC QUÊ CHỒNG TRONG 4 NGÀY 3 ĐÊM

367K views · 2 years ago



ĂN THỬ BUFFET CỰC RẺ Ở HÀN QUỐC | 8.000won mà ăn cả t...

142K views · 2 years ago

Description

BẦU 5 THÁNG BAY 10 TIẾNG CÙNG CHỒNG VỀ VIỆT NAM THĂM GIA ĐÌNH ✈️ | Mia in Korea

2.8K
Likes

172,853
Views

2023
Aug 19

Description

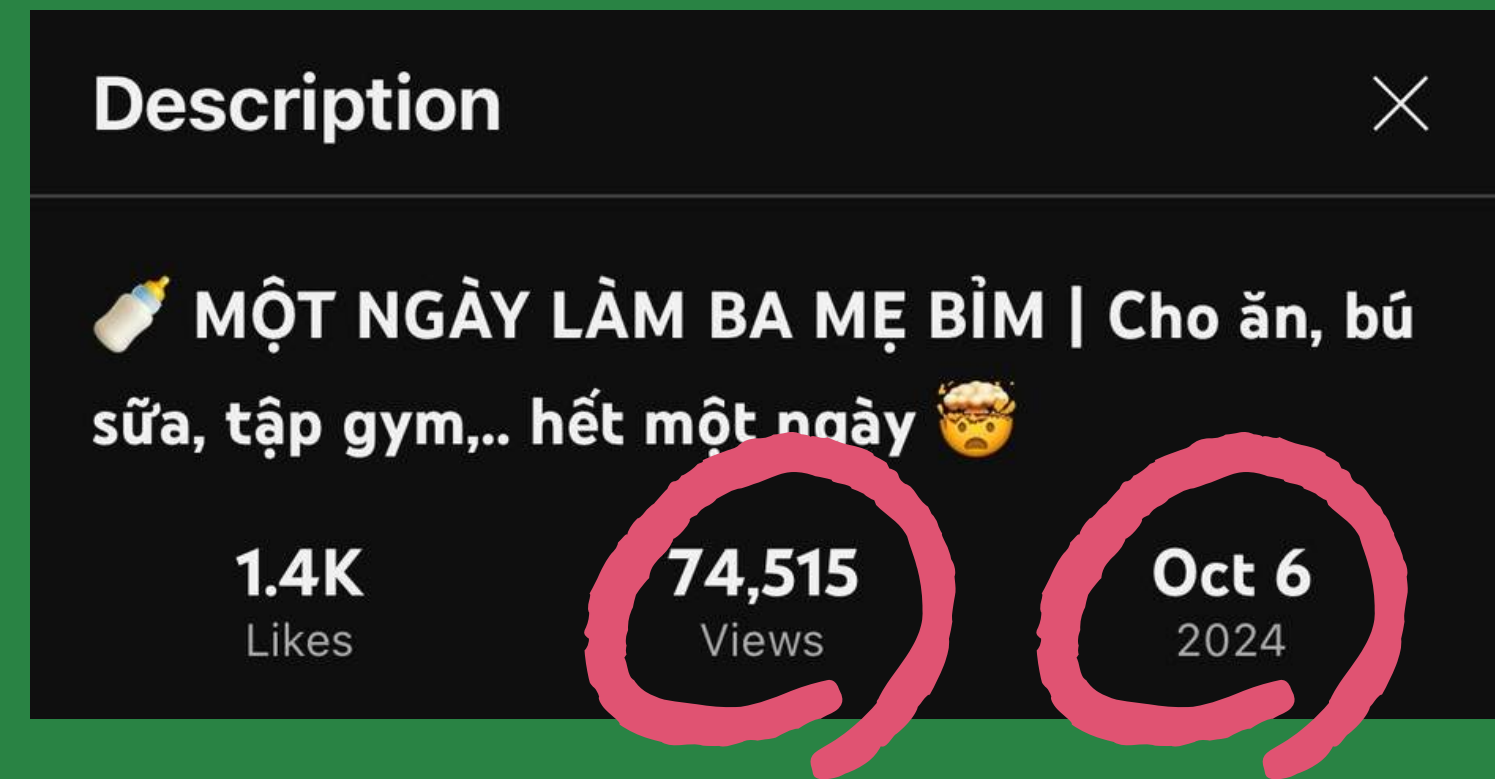
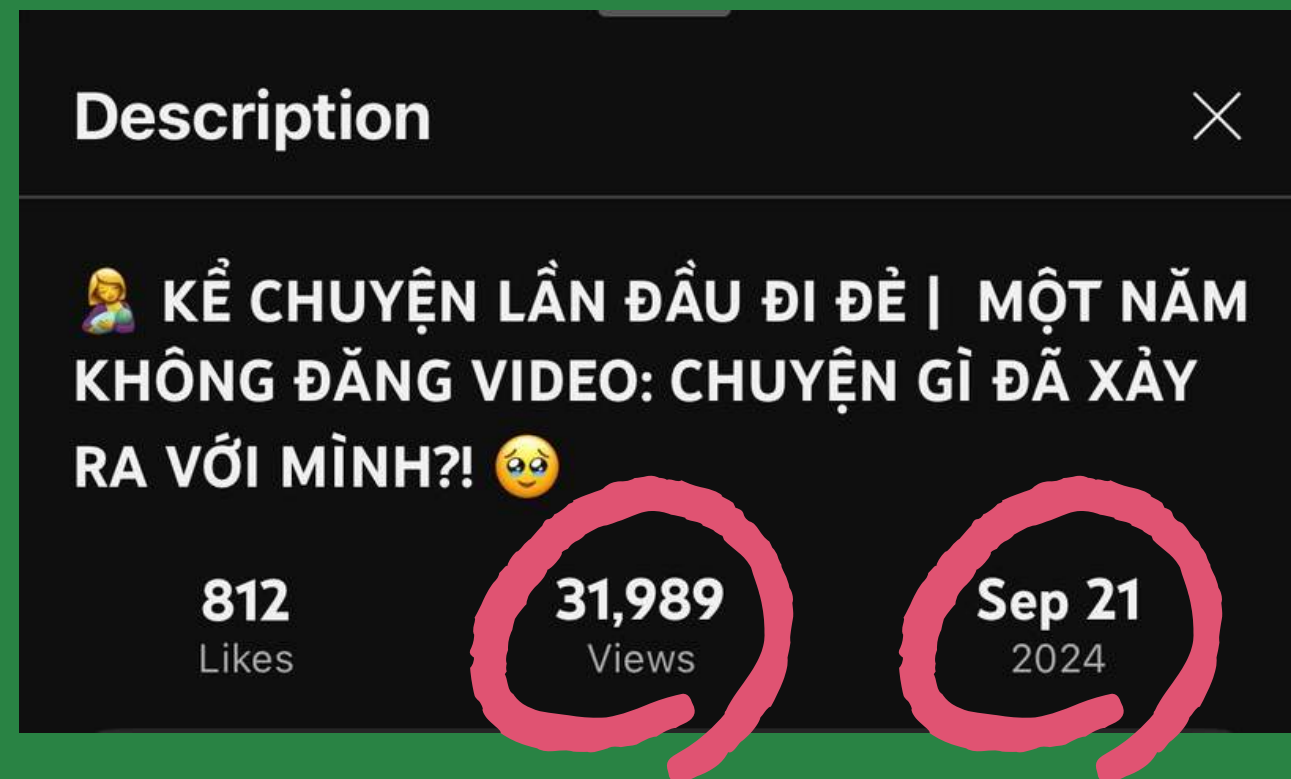
👤 KỂ CHUYỆN LẦN ĐẦU ĐI ĐÈ | MỘT NĂM KHÔNG ĐĂNG VIDEO: CHUYỆN GÌ ĐÃ XẢY RA VỚI MÌNH?! 🥺

812
Likes

31,989
Views

Sep 21
2024

Because the channel owner stopped posting for more than a year, the number of interactions decreased by 81.5% (although the number of views was very stable before).



Increased by about 57.1% from the first video.

- 👉 Audience still interested, even “warming up”
- 👉 2nd video hits the right need/emotion
- 👉 Old audience returns + new ones added

LET'S WORK *together*

Thank you recruiter for watching until here, I hope we will have the opportunity to meet in person to discuss further. Wishing employers a great working day.