



# NGUYỄN ĐÔNG NGHI

BRAND & COMMUNICATION INTERN

## CAREER OBJECT

Seeking a Communication position to apply my knowledge in content creation and media relations. My long term goal is to become a communications specialist leading impactful and strategic campaigns.

## CONTACT

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## WORK EXPERIENCE

### Social Media Content Intern | 02/2025 - 04/2025 | Vietnam Software & IT Services Association (VINASA)

- Executed event communications: PR writing, fanpage management, design, and seeding
- Supported event operations: MC script writing, agenda building, venue scouting, and business coordination
- Designed and edited communication materials: invitations and event visuals
- Processed delegate data by industry to support targeting and outreach

#### Achievement

- Designed 20+ high-impact visuals (social media posts, infographics, event visuals... ) for VINASA's events
- Producing 30+ fanpage posts, press materials, and social media assets

### Marketing Intern | 01/2024 - 04/2024 | H2O Capital - Investment and Trade Development

- Participate in developing marketing strategies for client brands
- Conduct research & create SEO content for website, Fanpage, LinkedIn
- Execute seeding activities & enhance customer conversion rates across various channels
- Measure and report KPIs on all platforms

#### Achievement

- Boosted brand visibility via SEO content, seeding campaigns, and KPI tracking

## EDUCATION

### Van Lang University | 2021-2025

Applied Literature - Major in Communication

- Awaiting graduation
- Available for fulltime internship from June 2025
- GPA 3.29

## AWARDS AND CERTIFICATION

- **15% Scholarship Term 2021-2022, 2023-2024**

Van Lang University

- **"5 Good Students" Award Term 2021-2022**

Van Lang University - Faculty Level

- **Outstanding Students Award Term 2022-2023**

Van Lang University

## SKILLS

- Content Writing
- Planning (Content strategy & social media planning)
- Trend Research
- Design & Edit (Canva, CapCut, Premiere)
- Event Management

## LANGUAGE

- English (Intermediate)

## PORTFOLIO



<https://byvn.net/W0Yh>