



ĐẶNG DUY ÂN

Brand & Communication Intern

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ABOUT ME

As a Bachelor of Economics with a strong foundation in Marketing and Business, I have gained hands-on experience from internships at multinational companies. Skilled in research, business & brand strategy, content creation, event management, and social media marketing, I combine creativity, analytical thinking, and strategic planning to deliver results. Recognized for being responsible, detail-oriented, and proactive, with a strong commitment to continuous learning and contributing to organizational success.

In the short term: I aspire to leverage my skills in Marketing to execute impactful communication campaigns as a Brand Marketing Specialist or job related.

In the long term: I aim to become a Brand Marketing Manager, equipped with a comprehensive understanding of various functions and contribute to the overall success and growth of the company.

EDUCATION

University of Economics Ho Chi Minh City (UEH)

2022 - 2025

Major: Business Administration | **Cumulative GPA:** 3.73/4.0 or 8.77/10 (High distinction)

Relevant Course: Marketing Management (4.0/4.0), Micro Economics (4.0/4.0), Principle of Management (4.0/4.0), Business English (4.0/4.0), Strategic Management (4.0/4.0),...

WORK EXPERIENCE

Marketing Collaborator | A1 Consulting

Dec 2024 - Apr 2025

- **Marketing Asset Localization & Optimization:** Adapted and refined 30+ multi-channel content pieces (Facebook, Website, LinkedIn) to ensure consistent brand messaging across platforms, supporting sales and client-facing efforts.
- **Promotional Content Execution:** Produced and edited over 20 marketing videos tailored for product promotion and customer engagement, helping enhance brand visibility and support lead generation activities.
- **Event & Partnership Activation Support:** Assisted in executing key marketing and communication activities - including event coordination, partner support, and on-site filming to enhance brand presence and support business relationship building.

Content Marketing Intern | IGA Vietnam

Apr 2024 - Jun 2024

- **Market Research & Consumer Insights:** Conducted industry research and trend analysis to inform product positioning and develop TikTok content ideas, achieving 10,000+ views per post and supporting optimization across digital channels.
- **Sales Operations Support:** Led a team of 8 to manage logistics for TikTok e-commerce livestreams, contributing to smooth execution and generating 10–15 million VND in revenue per session
- **Digital Visibility & Lead Attraction:** Collaborated with SEO teams to research content opportunities and enhance website visibility, supporting inbound traffic and organic reach.
- **Content Development:** Produced short-form videos aligned with brand strategy to drive customer interest, improve conversion rates, and support social commerce initiatives.
- **Cross-functional project execution:** Supported the Marketing Manager and CMO in rolling out integrated campaigns, assisting with planning, partner coordination, and reporting.

AWARDS

- **Recognized** with the 2025 Young Researcher Award
- **Top 30** in the 2024 Marketing Catcher (with more than **1,000** participants)
- **Top 16** in the 2024 Business Case Competition 'Key to Change'
- **First prize** in the 2023 UEH500 Scientific Research Competition
- **Consolation prize** at the 2021 Binh Thuan Province **English Debate** Competition

CERTIFICATION

- English (Advanced Level): **TOEIC 860**
- Internet and Computing Core Certification (IC3)

EXTRA CURRICULARS

Communications Coordinator | SEA TO SEA

Apr 2023 - Dec 2023

- **Content Strategy Development:** Developed and maintained fanpage content strategy, generating consistent engagement of 200–500 reactions per post, and reinforcing brand positioning across digital platforms.
- **Social Media Video Campaign Execution:** Produced audience-relevant short-form videos, achieving 2,000+ views per post, contributing to improved club reach and top-of-funnel awareness.
- **Event Management:** Oversaw a 10-member logistics team in the successful execution of a large-scale event with approximately 1,000 participants, ensuring operational excellence and enhancing visibility.

Content Strategist | BELL Intersection

Apr 2023 - Jul 2023

- **Social Media Content Writing:** Created content for Facebook and Instagram fanpages, generating 1,000–2,000 reaches per post and supporting audience engagement.
- **Project Content Development:** Contributed key content ideas and messaging for campaigns across Facebook and Instagram, aligning with overall project goals.
- **Communication Planning:** Developed communication plans to ensure clear, consistent messaging and smooth execution throughout project phases.

Partnership & External Relations | BELL UEH

Nov 2022 - May 2023

- **Sponsorship Outreach and Stakeholder Communication:** Composed and delivered sponsorship outreach emails, successfully engaging with 40+ business representatives and KOLs to secure support for the program.
- **Partner Research and Evaluation:** Conducted targeted research to identify and assess potential corporate partners aligned with the program's strategic direction.
- **Proposal Development:** Designed tailored sponsorship proposals that addressed partner objectives while aligning with the program's image and communication goals.

SKILLS

Technical Skills: Market Research, Customer Insights, Project Planning & Management, SEO, Email Marketing, Social Media, Content Development, Design, Copywriting.

Soft Skills:

Leadership: Experience in leading team in many projects, activities, assignments in clubs, schools,...

Time Management: Be able to be multi-tasking and make sure it works productively.

Creativity: Have a good sense with trends and content creation in any topics, fields,...

Teamwork: Cooperate effectively with other teammates to reach the goal.

Communication: Negotiation, Verbal Communication, Presentation.

Problem Solving: Ability to analyze challenges, identify root causes, and develop effective solutions

REFERENCE

- Mr. Pham Tuan Hai - Founder and Board Member | CEO | Group COO | Director of Mercedes-Benz Vietnam, Diageo Vietnam, SAS Group, Rico Holdings, Kido Group, Tam Son Yachting, Go Cafe Vietnam JSC.
- Mr. Iso Nguyen - CEO of EMS Management Consulting Company