



TRINH ANH TU

MARKETING INTERN

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Tu Trinh Anh



As a student at the University of Economics Ho Chi Minh City (UEH), I have built a solid foundation in Communications and Marketing through relevant coursework and practical experiences. I am passionate about content creation, visual design, and developing digital marketing campaigns. I aim to grow my career in a professional environment where I can continuously learn and contribute to impactful, creative, and practical communication strategies.

EDUCATION

University of Economics Ho Chi Minh City (UEH)

Oct 2021 – April 2025

- Major: Tourism Services and Travel Management
- Graduation Classification: Excellent | GPA: 3.6 / 4.0

SKILLS

TECHNICAL SKILLS

- Proficient in office computing (IC3 certified), using Google Workspace and Microsoft Office effectively.
- Managed the 2024 communication campaign with an average engagement rate increase of 5% compared to the previous year.
- Skilled in video editing using CapCut and creating proposals/presentations with Canva.
- Designed over 10 event brand identity packages using Adobe Photoshop and Illustrator.
- Planned and executed communication strategies that reached nearly 400,000 users, the highest engagement across the UEH Faculty of Tourism's fanpage in 2024.
- Managed the fanpage using Meta Business Suite, increasing page likes from 21,000 to 36,000 during the term.

SOFT SKILLS

- Proactive and adaptable in team collaboration.
- Directly worked with over 10 businesses and media units to secure sponsorships and confirm titles such as Gold, Silver, Bronze Sponsors and Media Supporters.
- Strong visual thinking and creative content development skills.

ACHIEVEMENT & CERTIFICATE

ACHIEVEMENTS

- UEH Academic Encouragement Scholarship – Excellent Category, Final Semester 2023.
- 2nd Prize – Economic Event Commentary Contest, UEH Faculty of Tourism 2023 (Topic: "Redundancy in Tourism Products").
- Outstanding and Exemplary Student Union Officer – Faculty of Tourism, 2023.

CERTIFICATES

- IC3 GS5 (Computing Fundamentals: 831/1000; Key Applications: 813/1000; Living Online: 750/1000) – Computer & Internet Proficiency.
- TOEIC: 560/990 – Basic proficiency in reading and everyday communication.

EXPERIENCE

MARKETING INTERN | VIET SUN TRAVEL SERVICES CO., LTD.

AUG 2024 – NOV 2024

- Created content and designed communication materials to promote tour products.
- Produced marketing visuals and content for the China – Harbin tour product, generating nearly 30,000 reach.
- Organized livestream sessions to introduce tours, increasing an average of 50 inbox messages per session.
- Managed the company's fanpage: engaged with customers and scheduled posts according to the communication plan.

HEAD OF COMMUNICATIONS & EXTERNAL AFFAIRS | STUDENT UNION – FACULTY OF TOURISM, UEH

NOV 2022 – DEC 2024

- Managed and developed content for the official fanpage, increasing page likes from 21,000 to over 36,000.
- Designed over 10 brand identity packages for large-scale campus events, ensuring consistency and visual appeal.
- Proficient in Meta Business Suite; well-versed in content guidelines and technical constraints of the platform.
- Planned and developed content for communication campaigns, combining creative copywriting and visual design.

MEDIA & TECHNICAL TEAM LEADER | ANNUAL VIETNAMESE CULTURAL EXPLORATION PROJECT

"VIET DU NIEN KY"

2023 & 2024

- The project reached over 250,000 users in 2023 and nearly 400,000 users in 2024.
- The 2024 branding assets attracted over 100,000 views, and 30 communication posts gained more than 200,000 impressions.
- Led an 8-member design team, assigning tasks and ensuring quality control aligned with the unified concept.
- Operated OBS and VMIX for technical visual coordination, livestreaming, and LED screen management during the final performance night.