



BÙI NGỌC ANH THƯ

MARKETING

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INTRODUCTION

I'm Thư, a Marketing graduate with a passion for creativity and strategic planning. I love working in marketing, event organizing, and content creation. With a strong sense of responsibility, a knack for unique ideas, and excellent organizational skills, I always strive to add value and create impactful campaigns. I'm constantly learning and growing to develop innovative solutions that align with market trends.

WORK EXPERIENCE

Marketing Internship - KingFood Mart Company **07/2023 - 10/2023**

- Draft contracts, review content, check for spelling errors, and ensure proper formatting and font size.
- Have a solid understanding of POSM materials (flyers, banners, hangers, wobblers, standees, etc.).
- Assist in setting up and installing POSM, as well as organizing grand opening events for new store locations (Kingfood Mart Huỳnh Tấn Phát, Kingfood Mart Gò Dầu, Kingfood Mart Trần Nãi, Kingfood Mart Đường Số 3 Thủ Đức).
- Develop creative concepts for the 2024 Tet gift basket photoshoot.

Administrative Intern - FPT International Telecom **09/2024 - 03/2025**

- Acknowledge receipt, input data, and store incoming mail while assisting with sending and locating lost mail.
- Archive and assist in retrieving contracts upon request from different departments.
- Support internal event organization, including sourcing suppliers, requesting quotations, preparing event-related materials, writing MC scripts, creating call-to-action content, and designing suitable games (for events such as Vietnamese Women's Day 20/10, Men's Day 11/11, the internal Ao Làng Football Tournament, Year-End Party 2025, and International Women's Day 8/3).
- Assist in preparing and packaging nearly 300 confectionery sets for FPT Telecom's community fundraising event, "FPT for the Community," on March 13.
- Support the HR team in filming trending content for recruitment posts and showcasing workplace culture.

Sale Staff - Gấu Uniform Company **09/2021 - 01/2022 (Online)**

- Search for contact information of assigned high school classes, introduce and consult on custom class T-shirt designs.
- Have a solid understanding of fabric types, materials, T-shirt models, and color options to assist with customer inquiries and product support.

EDUCATION

Marketing **09/2021 - 01/2025**
Hoa Sen University - Major: Marketing Management

LANGUAGE

English ★ ★ ☆ ☆ ☆
Chinese ★ ★ ★ ☆ ☆

SKILL

- Communication & Problem-Solving
- Time Management
- Proactive Learning & Adaptability
- Critical Thinking
- Human Resource Management
- Content Creation
- Event Planning
- Proficient in Microsoft Office
- Skilled in Canva, AI, Photoshop, Video Editing (CapCut) & Basic Image Editing

EXPERIENCE

Admin & HR - Hoa Sen Photography Club

2022 - 2024

Hoa Sen University

- Develop engaging content ideas to attract students, increase interactions, likes, and followers.
- Manage 10K likes fan page, responding to inquiries related to the club.
- Schedule and book weekly meetings, organize documents, and maintain the club's member list.

Media & Logistics Member – "Khởi" Freshmen Welcome Event

2021 - 2023

Hoa Sen University

- Propose event names, develop key visuals, and create communication content.
- Plan and build a one-month communication timeline leading up to the event.
- Support logistics, including stage setup, VIP and audience seating arrangements, and preparing a checklist of event materials.

Logistics & Media Support Member – "Agency and Client" Workshop

2023

Hoa Sen University

- Support media efforts by brainstorming ideas, creating content, and directly managing posts on TikTok, Facebook Story, etc., to boost engagement and attract viewers.
- Handle documentation, create item checklists, and oversee preparation to ensure all necessary equipment is ready for the event.
- Source suppliers, obtain detailed product quotations, and manage the entire procurement process, from initial contact to ordering, delivery, and item inspection.

Line Producer – Short Film "Nhân Cảnh" – Hoa Sen Photography Club

2023

Hoa Sen University

- Manage filming progress, ensuring scenes are shot according to schedule and production timeline.
- Plan revenue, control production costs, and optimize the budget.
- Oversee actor care, coordinate schedules, handle logistics, and ensure optimal working conditions.
- Assist in preparing souvenirs and welcoming approximately 150 guests at the film premiere on campus.

Logistics Member – TVCreate Advertising Competition x Highland

2023

Hoa Sen University

- Source suppliers and obtain detailed quotations for event materials (trophies, flowers, printed media, etc.).
- Develop a rehearsal timeline, HR map, and item checklists for each stage of the event series (Kick-off Day, Round 1, Round 2, Finals, experience-sharing workshops, etc.).
- Welcome and arrange seating for VIP guests and contestants' families during live competition rounds.

HSUNiK Event Series – Young Talent Search Competition

Hoa Sen University & Military Theater

2023

Logistics Member – HSUNiK 2023 "Beyond Boundaries"

- Check event materials against the provided checklist, prepare missing items, and allocate areas to ensure all requirements are met.
- Assist in setting up props for each contestant's performance (tables, chairs, piano, and scene-specific props for theater acts, etc.).

Hoa Sen University

Contestant & Judges Care Member – HSUNiK 2024 "Be Your Best Self"

2024

- Research and arrange consultation booths at Hoa Sen University Campus Tour and high schools to attract contestant registrations.
- Serve as the main coordinator for 15 contestants (contact, support, require important announcements).
- Provide continuous contestant care throughout all competition rounds, ensuring their needs and key requirements are met.

Hoa Sen University & Youth Cultural House & City Theater

Deputy Head of Contestant & Judges Care – HSUNiK 2025 "All Star"

2025

- Contact information of high school contestants and school clubs across in HCM City to encourage participation.
- Manage a team of four contestant coordinators and oversee 150+ contestants, providing guidance and answering inquiries about individual performances, required props, etc.
- Assist the judges' management team in sourcing, sending invitations, and negotiating honorariums for judges based on competition categories.