

PHAN THI THAO VAN

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[My Portfolio link](#)

PROFESSIONAL EXPERIENCE

Content intern at Digitalcarevn

April 2025 - May 2025

Clients: Momotaro, Ô mai Tiến Thịnh

- Developed and managed advertising content across Facebook, Instagram, and TikTok
- Participated in content strategy brainstorming sessions; contributed creative ideas to enhance social media engagement.
- Wrote, edited, and designed visual content aligned with clients' brand identities.
- Assisted in building and scheduling content calendars for social media campaigns.

RELEVANT SCHOOL COURSES

MỞ CÁI HỘP startup _ Marketing Communications

Feb 2025 - May 2025

- Designed brand characters and crafted engaging brand storytelling for blindboxes.
- Created written content copy and designed visual assets for Instagram and Facebook platforms.
- Developed and executed content calendar to promote seasonal gift sets and increase audience engagement.
- Designed and produced custom product designs (keychains and other merchandise) for retail sales.
- Optimized content for SEO, including keyword research, meta descriptions, and on-page optimization
- Conducted market research and audience insight analysis to inform content strategy and enhance campaign effectiveness

ByTemplate startup _ Digital Marketing

May 2024 - August 2024

- Designed brand characters and developed compelling brand storytelling to strengthen product identity.
- Created engaging content copy and visual assets for social media, website, mobile app, and email marketing campaigns.
- Designed and produced high-converting presentation templates, Notion templates, social media templates.
- Developed and executed content calendar to promote template products across multiple platforms, driving brand awareness and engagement.

HIETHUHAH "Ngủ Một Minh" _ Social Media Analytics in Marketing

May 2024 - August 2024

- Analyzed multi-platform content performance (YouTube, Facebook, Instagram, TikTok).
- Tracked channel growth trends and linked to marketing activities.
- Conducted sentiment analysis and audience feedback tracking.
- Assessed execution plan (teaser, PR, engagement challenge) and campaign effectiveness.
- Proposed recommendations to optimize content strategy and audience engagement.

EDUCATION

UNIVERSITY OF ECONOMICS HO CHI MINH CITY

2022 - Present

International School of Business (ISB) - Talented Program

- Bachelor of Business - Major in Marketing

LUONG VAN CHANH HIGHSCHOOL FOR THE GIFTED

2019 - 2022

- English Specialized Program

TECHNICAL SKILLS

Language: English - Fluent (IELTS: 6.5 - 2021)

Digital Literacy Certification - IC3 Certification

Creative Tools - Proficiency

- **Adobe Creative:** Adobe Photoshop, Illustrator, Premiere Pro
- **Others:** Wordpress, Notion, Canva, Capcut

Productivity Tools - Proficiency

- Google Workspace (Docs, Sheets, Slides, etc.)
- Microsoft 365 (Word, Excel, Powerpoint, etc.)