



DAO QUOC ANH

BRAND & COMMUNICATION INTERN

As a Last-year Digital Marketing student on path to Copywriting Executive, I specialize in copywriting, social media content creation, video production and campaign execution. With hands-on experience in developing creative content for various platforms, I am dedicated to delivering compelling content that drives results for Circle K.

CONTACT

- 0963144525
- daoquocanh20023@gmail.com
- District 7, HCMC

EDUCATION

- Oct 2022 – June 2026
- RMIT University**
- HCMC**
- Bachelor of Digital Marketing
- GPA: 2.94

PORTFOLIO

SKILLS

Technical Skills

- Content Planning & Social Media Management
- Market Research & Data Analysis
- Copywriting • Creative Ideation & Storytelling

Soft Skills

- Task Management • Trend hunter
- Critical Thinking • Adaptability
- Communication & Collaboration

Language

- Vietnamese: Native
- English: Prociency
- IELTS: 6.5

EXPERIENCE

K2 Creative Agency

Marketing Intern

Sep 2024 – Feb 2025

Client: KOHAKU – “UDON & RAMEN COMBAT” campaign

Sep 2024 – Dec 2024

- Led a creative team of 6 members under the supervision of the Creative Director.
- Collaborating with the Creative Director to conceptualize the campaign's creative concepts and visual assets.
- Worked closely with the Art Director to oversee the production process for campaign shooting (model, product, key visual shooting), ensuring the final assets met campaign standards and client feedback.
- Developed a branch-level campaign event that scaled across 9 locations, successfully attracting over 30,000+ participants within 3 months across 9 client branches.

Client: En Catering

Oct 2024 – Jan 2025

- Planning and executing monthly social media content strategies and managing ad campaigns.
- Developed monthly social media content calendars and crafted various content formats on social media.
- Planned visual direction and collaborated closely with the Media teams to execute visuals for social posts.
- Managed and optimized ad campaigns, tracking performance metrics to evaluate content effectiveness and refine strategies.

Results

- Drove a 47.3% increase in views and a 67.5% growth in reach, significantly boosting content visibility and engagement.
- Generated averagely 50 direct messages and 40 qualified leads (customer bookings for catering service) each month

ACHIEVEMENT

RMIT's client project for CHUS

Sep 2023

Project leader, copywriting, Filming and editing

- Developed a digital content creation proposal for CHUS, including creative idea, content strategy, and a digital video to enhance brand awareness and boost customer engagement across brand's online channels.

Results

- Finalist for client pitching under digital video category
- Winner of the RMIT x CHUS Video Contest

RMIT's client project for CAKE by VPBank

Jan 2024

Project leader, copywriting, strategic planning

- Developed a digital-led marketing proposal, focusing on social media strategies and engaging mobile marketing tactics in CAKE by VPBank app to drive registrations for CAKE Freedom credit card.

Results

- Top 5 Finalist for client pitching

RMIT's client project for Pizza 4Ps

May 2024

Project leader, creative planning, designer

- Developed a product innovation proposal for Pizza 4Ps, introducing an eco-friendly packaging solution to reduce single-use waste and support the brand's zero-waste mission.

Results

- Winning team for the client pitching
- Presented the project to Pizza 4Ps owners and Board of Directors (BOD)

RMIT's client project for ECOBAMBI

Jan 2025

Project leader, data analyzing, copywriting, strategic planning

- Conducted a market research project to uncover key insights in HCMC's children's apparel segment, including data collection and analysis. Based on findings, proposed an 3-month IMC strategy to enhance brand recall and emphasize the value of Ecobambi's organic fabrics.

Results

- 1st Runner-Up team for the client pitching

