

HO NGUYEN BICH TRAM

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ABOUT ME

A **creative, strategically-minded** International Business student with can-do attitude, **strong communication** skills and basic foundational marketing knowledge, seeking to leverage skills in a dynamic marketing role in the next 5 years.

EDUCATION

FOREIGN TRADE UNIVERSITY IN HCMC & MING CHUAN UNIVERSITY IN TAIWAN 2023 - 2027 (expected)

- Bachelor of International Business and Trade (Transnational education)
- GPA (January 2025): 8.9/10

EXPERIENCE

Project Development Team | FTU2 CAREER FAIR 2025 by Vietnam Students' Association (VSA) Jan - Apr 2025

Career Fair 2025 simulates the Management Trainee recruitment process including Aptitude Test, Business Case Cracking, Mock Interview, and Consulting 1:1.

- Brainstormed the project's concept and collaborated with Media team to ideate the key visual
- Designed program's format and partnered with sponsors to build up Aptitude Test with JobTest
- Collaborated with Wipro to co-develop the Business Case section for the simulation program
- Directly hosted "Mock Interview" sessions for attendants with Ajinomoto, Wipro, Publicis Groupe, Acecook...
- **Outcome:** attracted more than 500 **attendants** taking part in "Simulating Recruitment Program"

Key learnings: Stakeholder Management, Event Organization, Content Marketing

Project Development Team | FTUGAMES 2024 by VSA Jan - Apr 2024

- Collaborated with the Finance & Logistics Department on budget development and resource allocation
- Directly hosted the basketball tournament and marathon competition for over 100 participants
- **Outcome: Optimized over 50% of budget** in sport field renting and received positive feedback for organizational stage increased up to 4/5

Key learnings: Communication, Problem Solving, Teamwork

External Relations Team | FTU2 STUDENTS OF FIVE MERITS 2023 by VSA Sep 2023 - Jan 2024

- Reached out to potential sponsors such as Sunlife, Medipeel, Enternet..., earning **60 million VNĐ**
- Connected enterprises with FTU students with Five Merits and built relationships between businesses, schools, and students
- Hosted a Networking Night, which saw the participation of more than **150 attendants**
- **Outcome:** Successfully collaborated with **27 sponsors** and brought valuable gifts to **1000+ FTU students**

Key learnings: Project Management, Internal and External Communications, Email Marketing, Event Planning, Documentation

Vietnam Booking | Content Marketing Intern Partime Remote | Oct 2023 - Jan 2024

- Managed Facebook fanpage (**55K+ followers**) and Instagram, handling content scheduling, quality checks, and engagement
- Wrote SEO content, managed and optimized SEO tools, producing **3-4 articles per day**

Key learnings: Content Strategy & Planning, Time Management, SEO skills

SKILLS

- **Email Marketing:** GetResponse, MailChimp
- **Design and edit:** Canva and Capcut
- **Office Tools:** Google Workspace and Microsoft Office
- **Social Platform:** Meta Business Site
- **Language:** Vietnamese (native), English (Fluently, IELTS 6.0), Chinese (Basic)