

# NGUYỄN HOÀNG PHƯƠNG

## BRAND & COMMUNICATION INTERN

### PORTFOLIO

Ho Chi Minh City | Mobile: 037 3252 591 | Email: phg0.woo@gmail.com

An ambitious UEH student, who have a good foundation in marketing and analytical skills. Being passionate in Marketing now I am seeking for a Brand & Communication Intern position to unlock my full potential and fast track to become a Marketing Manager in 2-3 years.

### EDUCATION

#### Bachelor of International Business

2022 - 2026

University of Economics Ho Chi Minh City

- GPA: **3.56/4.0**
- Honors:** Principle of Marketing 3.5/4.0 | Digital Marketing 3.5/4.0

### WORK EXPERIENCE

VIET SUN TRAVEL SERVICES COMPANY LIMITED

Sep 2024 - March 2025

Marketing Intern

- Created and designed engaging social media content, enhancing brand presence across Facebook, IG & TikTok, resulting in 9,2% increase in engagement.**
- Produced and optimized SEO-friendly content, improving organic reach and driving higher website traffic.**

### ACTIVITIES

MARGROUP - STUDENT OF MARKETING RESEARCH GROUP

May 2023 - Present

Collaborator of External Relations

- Conducted market research to align with target audience preferences.**
- Successfully conducted over 200 telesales calls within two weeks, securing sponsors for the “CMO Talking 2024” - “CMO Think and Action contest 2025”.**
- Managed sponsor relationships and ensured fulfillment of sponsorship benefits during the event.**

### CERTIFICATIONS

- IC3 GS5 Digital Literacy Certification**
- EF SET Certificate (Score: 74/100, C2 Proficient)**
- Google Digital Garage: Fundamentals of Digital Marketing**
- Advanced Excel for Data Visualization**

### TECHNICAL SKILLS

- Proficient** in Adobe Express, Photoshop, Canva and CapCut for content creation
- Strong command** of Microsoft Office Suite (Word, Excel, PowerPoint)
- Basic** English communication and **advanced** reading comprehension
- Writing and editing **proficiency**
- Analytical tools:** Google Trends, Ahrefs, Google Keyword Planner

### SOFT SKILLS

- Leadership & teamwork, Problem-solving, Communication, Negotiating, Research & Analytical skills.