

NGUYEN TRUONG LINH DAN

BRAND & COMMUNICATION INTERN | PORTFOLIO

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OBJECTIVES

Short-term: I will diligently acquire knowledge and accumulate experience and become a Digital Marketing Specialist in first year.
Long-term: I strive to advance to the position of Digital Marketing Manager within the next five years.

TECHNICAL SKILLS

UX/UI	Graphic & Multimedia Production	Content Writing & Ideation
User Research	Visual Design	Presentation & Reporting
Data & Analytics	Event Planning	User Testing Tools

TOOLS



PROFESSIONAL EXPERIENCE

Freelance | Beauty Content Creator | @diepdan11 **Mar 2025 - Present**
• Achieving 150% view growth in 2 months through trend-led concepts.



Social Media Intern **Feb 2025 - May 2025**
Nguyet Cat Center Trading and Services Co., Ltd
• Devised growth strategies for 3 TikTok accounts, driving 94% new followers (269K views, 358.9K reach) in 3 months.
• Produced many viral content videos (#LifeatNguyetCat) including “New Japanese internship policies” (88K views), optimizing paid ad budgets for max ROI.
• Managed CMS: published 70+ articles, boosting intranet page views by 37%.

Digital Marketing Intern **Oct 2024 - Dec 2024**
BIO KING Commerce Co., Ltd
• Launched rebranding campaign for K-DONUTS, creating visual identity (logo, color palettes, stickers) and content pillars.
• Boosted Facebook engagement by 121% (2,8K followers) via UGC tactics and SEO-optimized profiles.
• Orchestrated Christmas promo, linking sticker campaigns to sales conversions.

EDUCATION

Diplomatic Academy of Vietnam **Oct 2021 - May 2025**
• Major in International Communication
• GPA: 3.8/4.0
• Scientific research: The Influence Of KOLs And Influencers on Tiktok on The “Blind Bag Unboxing” Trend Among Today Youth: An Empirical Study In Vietnam 2024.

ADDITIONAL INFORMATION

- **Languages:** English (IELTS 7.5), German (Goethe-Zertifikat B1).
- **Certifications:** Accelerate Vietnam Digital 4.0 (2022), Hootsuite Social Marketing Certification (2023), Adobe Certified Associate (2023).
- **Activities:** International Communications Campaign – “Cocoon x Đak Lak Coffee” (Final-term group project) (2023): Led interviews with 20+ international travelers; Co-created a bilingual video series promoting sustainable skincare; Finding N-emo Open Fair (Group project) (2024): Produced 110+ social posts (96K reach) and managed event logistics.