



# NGUYEN NGOC NGUYEN

Marketing Intern

## CONTACT

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## ABOUT ME

I am currently a third-year student majoring in Business Administration at UEH. Throughout my academic journey, I have consistently strived to build a strong foundation in marketing while actively participating in real-world projects and academic competitions to sharpen my skills in planning, content creation, and teamwork. I have a particular passion for brand building and development, and my long-term career goal is to become a Brand Manager. At present, I am seeking an opportunity as a Marketing Intern where I can apply my knowledge, gain practical experience, and contribute effectively to the team while steadily working toward my professional aspirations.

## EXPERIENCE

12/2023 - 03/2025

HOMY To Ky Milk Tea

### Human Resource Manager

Recruitment: conduct interviews; select, train and instruct new employees. Manage raw materials, order new raw materials. Create content for fanpage, post, interact and respond to customers on Facebook platform.

05/2025 - Present

YBOX Vietnam Technology Company Limited

### Marketing Associate: TikTok Platform

Coordinate the implementation of content campaigns on TikTok according to assigned topics. Come up with creative ideas for short videos that are in line with trends and directions. Perform video editing and design illustrations. Write engaging captions, choose strategic hashtags and search for popular sounds to optimize the video's ability to spread.

10/2024 - Present

Starlink English Center

### Customer care: Personnel in charge of writing emails

Responsible for drafting and sending periodic progress reports to parents. Sending notifications about class schedules, lesson content and related changes to maintain close connection between the center, students and parents.

## EDUCATION

2023 - Present

University of Economics Ho Chi Minh City

### Junior student

Major: Business Administration  
GPA: 3.33/4.0

## SKILLS

- Basic Office Skills
- Basic Editing
- Using AI (ChatGPT)
- Time management
- Basic Design (Canva)
- Writing content
- Communication skills
- Teamwork skills

## ADDITIONAL INFORMATION

- Language:** English
- Certifications:**
  - IELTS (04/2023)
  - Fundamentals of digital marketing (11/2023)
  - MOS Associate (03/2025)
- Activities:** participate in competitions
  - CMO Think And Action - Margroup Marketing Contest 2024 & 2025
  - Marketing Hive 2025
  - UEH Young Researcher 2025