

DUONG HAC BAO QUYEN

BRAND & COMMUNICATION INTERN

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Portfolio: bit.ly/4jgx5DE

OBJECTIVE

As a senior majoring in Marketing at ISB-U EH, I have accumulated 4 years of experience in social media, content writing, project management and IMC campaigns through academic and extracurricular projects. In the short term, I am desirous of leveraging my best abilities for potential marketing positions. In the long term, I want to grow into a brand strategist who builds clear, engaging brand identities and connects with customers effectively.

EDUCATION

International School of Business - UEH **2022 - Present**
Bachelor of ISB BBUS Talented Student, Majoring in Marketing

Le Quy Don Highschool for the Gifted - Binh Dinh Province **2019 - 2022**

ACTIVITIES

CAM - Communications and Marketing Club of ISB **Jan 2024 - Sep 2024**
- *Publishing Department*

- Developed content for weekly post of Humans of ISB and CAM Club fanpage, maintaining CAM Club's social media activities and strengthening its connection with the student community.
- Collaborated with team to brainstorm creative concepts and build communication timelines for club campaigns.
- Wrote engaging content for CAM Club events, including seminar "Mirror Whispers: Embracing Your Inner", which **reached over 9,000 students on social media**.
- Measured effectiveness and developed strategies to develop communication channels.

ONLYBeom - TXT Beomgyu Vietnamese Fanpage **2021 - 2024**

- Managed and implemented media plans for the fanpage's key projects.
- Produced engaging Facebook posts, including content writing, basic photo and video editing - achieving an **average monthly reach of 46.8k and 5.8k interactions**.

CERTIFICATIONS

IELTS certificate **2025**
Band 6.5 issued by British Council

IC3 Digital Literacy certification **2024**
Issued by Certiport

SKILLS

- Project Planning & Management
- Research & Critical Analysis
- Communication & Teamwork
- Content Creation (Writing, Basic Editing)
- Canva, Google Workspace, Microsoft Office
- Basic Data Analysis (Google Sheets, Excel)