

Nguyễn Lương Mỹ Linh

Social content Marketing



19/08/2003

Marketing Portfolio:

<https://drive.google.com/drive/folders/13dmXLFxJ0M8OZMv2spzRqqKrel3JLudN>

mylinhchanhlo123@gmail.com | +84 916 209 193

EDUCATION

FINAL YEAR STUDENT OF INTERNATIONAL SCHOOL OF BUSINESS

University of Economics Ho Chi Minh City

- Graduation year: 8/2025
- Award of Top Performance Student of ISB Leadership Program
- Award of Young researchers 2024
- IELTS: 7.0 Overall

WORKING EXPERIENCE

CONTENT MARKETING & QUALITY CHECK

ADS AGENCY (2/2025 - Now)

- Final checking contents and visuals over 50 projects of different majors
- Effectively collaborated with creative and media teams, reducing project execution time by 20%
- Managing the content calendar/timeline for projects

SOCIAL CONTENT WRITER

ENUY CORP (10/2023 - 9/2024)

1. BRAINUP PROJECT (11/2023 - 4/2024): Join the team to create content for Marketing campaigns included:

- Managing daily communication channels (Fanpage: Dinh Ngoc Thi).

=> From **3,4k likes and 4,6k followers** to **4,3k likes and 5k followers**

- Being responsible for marketing new coaching course in 11/2023

=> Attracting **the highest participants** for a course of BRAINUP

2. LEGABET PROJECT (5/2024 - 10/2024): This is the project of INSPIRE LAB TECHNOLOGY, which is worked as an agency and collaborated with Malaysia team to finish the project.

- Managing SEO team for blog contents for the satellite websites
- Managing the social content for Lega Esports, Lega News

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WORKING EXPERIENCE

FREELANCER

- Writing video plot ads for different brands: SUNHOUSE, NECK PILLOW, ZONE GAME STORE, HAPPY SCHOOL,...

ACTIVITIES

Key Member in Communication Department

SEA TO SEA CLUB (UEH UNIVERSITY) (5/2022 - 10/2022)

- Developing social and design content plan for teams
- Managing the pillar content of competition: talkshow, gala night and UEH confession
- Managing the team of contestants
- Managing the booth offline events through universities: FTU, UEF, UFM,...

Leader of Human Resources Department

CIELO READING PROJECT (SOCIAL ONLINE PROJECT) (5/2022 - 8/2022)

- Managing the Recruitment Process for projects
- Managing tasks for members and collaborators
- Developing gaming plans to connect other departments of project
- Managing the monthly awards for members of the projects
- Participating in building the operation of the project

SKYRUN 2022 - HO CHI MINH CITY (27/10/2022 - 30/10/2022)

- Managing the emergency for contestants: cheering and giving water
- Having a wonderful visit to Bitexco Financial Tower, such a big attraction of Ho Chi Minh City