



NGUYEN THI MAI HUONG

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Summary: Final-year student majoring in Commercial Business with a strong passion for marketing, especially in the FMCG industry. Eager to apply academic knowledge to real-world campaigns and grow into a future marketing professional.

EDUCATION

VAN LANG UNIVERSITY - Ho Chi Minh City | September 2021 - Now
Bachelor in Commercial Business - Major in Business Analytics

- GPA: 3.53/ 4.0
- VLU Scholarship for Excellent Students in 2022,2023,2024.

PROFESSIONAL EXPERIENCE

Le & Associates (L&A) | July 2024 - Dec 2024
Marketing Intern (Full-time)

- Created SEO-optimized content, PR articles and visuals for Facebook, LinkedIn, and websites
- Designed and launched a webinar “HR Mastery” landing page that attracted 5,200+ clicks and generated 540 qualified leads, by crafting compelling copy and optimizing the user experience).
- Organized a webinar with 80 in-person attendees and over 300 online participants via Zoom, by coordinating guest speakers, logistics, and digital promotion.
- Designed communication materials for events, including banners, standees, and handheld props for check-in at HR Summit 2024.

Digital Stark Co. Ltd | Aug 2023 - Jan 2025
Influencer Marketing Co-ordinator

- Supervised and briefed monthly content guidelines for approximately 50 macro and micro influencers, contributing to a conversion rate increase of nearly 10%, by ensuring message consistency and timely execution.
- Sourced 200+ unpaid seeders/ nano influencers to produce videos for launching product campaigns.
- Researched and analyzed the skincare category in Vietnam, delivering weekly and monthly insights on emerging market trends and consumer behavior patterns.
- Tracked & Analyzed performance data from KOL videos to generate reports, extract user insights, and optimize campaign strategies of Korean Cosmetics Brands: **CLIO, SKIN1004, D’Alba, COSRX,...**

Thai Duong Fulfillment Co. Ltd | Aug 2023 - Jan 2025
Telesales Executive

- Managed 30 sales-oriented Facebook fanpages targeting the Thai market, specializing in middle-aged fashion and apparel.
- Chatted directly with customers from ad-generated leads and handled the full sales process.
- Provided customer support before, during, and after purchase.

EXTRA CURRICULAR ACTIVITIES

INNOEX 2023 - STARTUP WHEEL 2023 *Member of Event Organizer (International Team)*
VIETNAM STARTUP DAY 2022 - STARTUP WHEEL 2022 *Member of Event Organizer (Top-up Team)*

AWARD & CERTIFICATION

- Top 20 Candidate in Marketing Generators Competition (April 2024)
- Top 30 Excellent Students in Faculty of Commerce - Van Lang University (2023, 2024)