



NGUYỄN KIM NGÂN

📁 My portfolio

CONTACT

📞 (+84) 37 529 6754
✉ nkngan.vivian@gmail.com
📍 District 5, Ho Chi Minh City
f Nguyễn Kim Ngân
in Nguyễn Kim Ngân
📅 07/04/2004

ABOUT ME

As an **enthusiastic** and **growth-oriented marketer**, I am committed to lifelong learning and continuous self-development. I actively seek out new challenges and opportunities to sharpen my skills and deepen my passion for Marketing. I see this opportunity as a meaningful step to explore, contribute, and grow further in the field I love.

SKILLS

- Partnership & Social Media Management
- Event Planning & Monitoring Project management
- Leadership & Teamwork
- Communication & Presentation
- Handle multi-task, work under pressure
- MS Office, Google Service & Power Platform
- Design, SEO
- Problem-solving & Crisis Handling
- Creative Thinking

EDUCATION

Industrial University of Ho Chi Minh City

2022 - 2026 | Marketing

Current GPA: 3.3/4.0

EXPERIENCE

Marketing Intern

11/2024 - 5/2025

Công ty Cổ phần Giải Pháp CareerViet

- Created multimedia content (videos, images, articles) for social media.
- Wrote SEO articles for website and social platforms.
- Designed banners, posters, and visuals using Canva/Illustrator.
- Edited and uploaded SEO-friendly website content.
- Collaborated with SEO agencies to improve digital performance.
- Wrote PR articles for universities and planned content/images for client's jobs.
- Assisted with data collection and basic info processing.

Contributed to brand visibility, supported digital growth, and enhanced brand reputation. Successfully connected with 200+ student-led events and university programs, and increased website clicks by 20% through effective SEO efforts.

Marcom leader

12/2024 - 3/2025

Project: "Color Night" – Street Festival, Elegance Contest & Music Concert

Responsible for coordinated content creation, social media strategies, and visual design to maximize student participation and event engagement. Executed for "Color Night 2025" (**136K+ reach, 5.8K+ engagements**), driving peak Pre-Event traction (**115K+ reach**) and maintained steady interaction.

Event Leader

02/2024 - 06/2024

Marketing Catcher 2024

Planned and managed media partnerships and contestant engagement for Marketing Catcher 2024, achieving **40% contestant growth and securing 50+ media partners**. Led event planning and execution for **over 900 participants**, contributing significantly to the contest's overall success.

Marcom Leader

01/2024 - 02/2024

MarC 10th anniversary of establishment project

Developed and managed social media strategy and internal communications for the project. Initiated and briefed engaging, always-on content ideas to maintain audience interest and brand consistency.

Design collaborator

10/2023 - 12/2023

BMC Branding Club of FM - UEF recruit members project

Created visual concepts and led ideation of always-on engaging designs, contributing to a **30% increase in fanpage followers** and attracting **200+ participants** for recruitment campaigns.

CERTIFICATE



- Marketing Mix Fundamentals
- Positioning: What you need for a successful Marketing Strategy
- Market Research and Consumer Behavior
- Brand Management: Aligning Business, Brand and Behaviour



- Certificate of appreciation for completing Jumpstart Phase of UFL 2023 - MOMENTUM FOR SUCCESS



- The Fundamentals of digital marketing

ACHIEVEMENT

4/2023

- **The 2nd Runner-up** at Marketing Catcher 2023 Contest

4/2024

- **Top 10 excellent** at Digital Creatory 2024 contest

6/2024

- Certification of **"Good"** Outcomes in Marketing Case-Contest Preparation at No More Lies Marketing Community