



NGUYỄN ĐĂNG MINH

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SUMMARY

A result-oriented and proactive final-year Marketing student from the University of Finance – Marketing (GPA: 3.65/4.0). Possesses hands-on experience in Instore & Trade Marketing within the retail pharmacy sector. Eager to leverage practical skills in campaign execution and process optimization while developing a comprehensive understanding of the entire marketing ecosystem, from Brand strategy to Trade execution, to contribute effectively to business growth.

CORE COMPETENCIES & SKILLS

Core Competencies

- Task Management, On-site Activation Planning & Execution, Process Improvement & Problem-Solving, Cross-functional Collaboration, Vendor Communication, Competitive Monitoring & Data Collection.

Tools & Software

- Microsoft Office Suite (Excel, PowerPoint), Canva, CapCut, AI Applications (ChatGPT, Gemini).

Languages

- English (Intermediate Working Proficiency, targeting IELTS 6.5+), Japanese (Elementary, JLPT N5).

WORK EXPERIENCE

Instore Marketing Intern | Pharmacity Pharmacy JSC. **Mar 2025 – Present**

- **POSM & In-store Campaign Management**
 - Oversaw the end-to-end POSM lifecycle for nearly 1,000 stores, from budgeting and vendor sourcing to deployment and performance tracking.
 - Managed the monthly in-store audio system (radio content), including script compilation, studio vendor coordination, and nationwide implementation to enhance the customer shopping experience.
- **Process & Program Optimization**
 - Drove operational efficiency by designing and implementing a new POSM management method on Excel, which standardized inventory tracking and significantly reduced material loss.
 - Enhanced customer engagement by re-engineering the workflow and proposing a new operational process for the weekly "Doctor In Store" (DIS) program.

Organizing Committee Member (PMO & Unlocker) | UAN Marketing Community **2025**

- Contributed to the planning and execution of professional networking and knowledge-sharing events, such as "Marketing-Based Founders" and "Marketing Career Path."

Marketing Executive | E-Lighting English Center **2024**

- Managed the design and production of all marketing collateral (flyers, standees, backdrops) to maintain brand consistency across the center and external events.
- Increased local brand awareness and generated new leads by planning and executing on-ground activation activities.
- Successfully organized over 30 activation events at schools during major holidays, significantly boosting brand visibility.

EDUCATION JOURNEY

University of Finance – Marketing (UFM)	2022 - 2026
<ul style="list-style-type: none">• Bachelor of Marketing, Major in Marketing Communication• GPA: 3.65/4.0 (Excellent)• Scholarships for Academic Excellence: Fall 2023 (GPA: 3.71), Fall 2022 (GPA: 3.82)	
Team Leader "Wake Up Your Talent" Start-up Competition	2024
<ul style="list-style-type: none">• Led a team to become one of the Top 15 finalists in the university-level start-up competition hosted by HUTECH University.	
Relevant Coursework & Professional Training	
<ul style="list-style-type: none">• Trade Marketing Foundation - Brands Vietnam• Trade Marketing KPIs - Brands Vietnam	