



HỒ TÚ KHANH

Brand and Communication Intern

📞 079 5822 560

✉️ hokhanh282@gmail.com

📍 District 7, TP.HCM

📅 28/02/2004

♀️ Female

EDUCATION

Marketing Communication

University of Finance-Marketing

2022 - 2026 GPA: 3.45

Social Media Starter

QCC Mastery Hub

2025 Rank: Good

SKILLS

Hard skill:

- Social media content planning & scheduling (Facebook, TikTok, Instagram)
- Copywriting for social posts, scripts
- Canva & CapCut for visual posts and short-form videos.
- Trend-spotting & viral content ideation
- Analytic tools: Rival IQ, Brand24

Soft skill:

- Collaborative teamwork across departments & campaign execution
- Strong attention to detail & audience insight interpretation
- Creative thinking, adaptability & trend responsiveness
- Clear communication & proactive attitude

LANGUAGE

2022-2024 IELTS 6.5

CAREER OBJECTIVE

I'm genuinely drawn to Circle K's vibrant energy, professionalism, and the familiar yet inspiring atmosphere it offers. Passionate about video production and content writing, and able to adapt creative ideas to suit specific social formats and audience expectations. Over the next 1-2 years, I aspire to grow into a full-time Brand & Communication Executive, contributing to creative and impactful campaigns that truly reflect the brand's unique personality.

EXPERIENCE & EXTRA - ACTIVITIES

Marketing Intern

Jan - Apr 2025

Caztus Iceblended

- Designed complete social media posts and visual assets for over 20 social media posts.
- Created short-form videos and content for TikTok.
- Researched and sourced KOCs for seeding for brand and Cho Phien Chill Phet Fair

Social Media Starter Mentee

Feb - Apr 2025

QCC Mastery Hub

- Social media planning and creating simulated content on Instagram, Facebook, TikTok.
- Researched and created a post for brands based on audience insight, developed key visuals, and ensured alignment with brand tone and identity.
- Built content calendars and mock-posted campaigns to simulate brand launches.
- Analyzed social media data using Rival IQ and Brand24 for Merzy Vietnam and delivered a full social media performance report with insights and strategy recommendations.

Member of Content Department

2022-2024

Event Club of Marketing -EcoM

- Contributed to ideation and development of key concepts for events based on central themes provided by the organizing committee
- Drafted structured event flow and activity timeline aligned with storytelling strategy to ensure coherence, engagement, and smooth transitions
- Created communication content including timeline, MC scripts.

My Portfolio: <https://shorturl.at/SEMWR>