

# TRAN MAI QUYNH

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**Excellence-driven and proactive Marketing intermediate** with proven skills in **content strategy, copywriting, and product marketing**. Adept at **leading media campaigns and executing basic media production**.  
Looking to apply my expertise in a **dynamic corporate environment**.

## EDUCATION

**Foreign Trade University** Oct. 2022 - Aug. 2026  
*Bachelor of International Business Administration* Hanoi, Vietnam

- **GPA:** 3.8/4.0
- **Notable Courses:** Principles of Marketing (9.3/10), Principles of Management (9.0/10), Research Methodology for Economics and Business (8.8/10), Strategic Management, International Marketing (9.2/10)
- **03 Merit-based Scholarships:** Top 5 GPA of International Business Administration students

## EXPERIENCE

### Portfolio

**Product Marketing Intern** Nov. 2024 – May 2025  
*Secomus Technology* Vietnam

- Led a **three-month video tutorial project**, directly **producing 14 YouTube videos** complemented by **10 manuals published** on the landing website to showcase **all features of the product MooseDesk helpdesk**.
- Provided **weekly support to 20+ customers** through email and live chatting, achieving a **10% success rate** in securing reviews that **enhanced MooseDesk's ranking on Shopify**.
- Conducted **weekly data analysis** on customer retention and app installations, **leveraging advanced Google Sheets and database tools**.

**Brand Associate** April. 2024 – Dec. 2024  
*UpYouth - Tech Startup Ecosystem* Vietnam

- Developed **Content Storyboard for Rebranding TVC** and executed a **multi-channel distribution plan** across Facebook, LinkedIn, and Discord, attracting **22,000 views, 10,000 reach, and 50% non-follower viewers**.
- Led **Media distribution** for UpYouth Recruitment Campaign, securing **10% reader click-through rate** and **266% growth in talent applications** via **earned channels** (media partners, Facebook communities).
- Developed **copywriting content for the company's website** and authored **02 top-performing social media posts**, achieving **highest total reach (12,500)** and **engagements (4,000)** in Rebranding Campaign.

**Media Executive** Oct. 2022 – Jun. 2024  
*Korean Discovery Club (KDC)* Vietnam

- Orchestrated the **Media campaign** to celebrate International Women Day through post writing and letter-sending programme with the reach of over **10,000 users and 200 participants**.
- **Monitored diligently the club's Tiktok channel** to promote the flagship event Korean Speaking Contest, bringing the total of nearly **500 new followers and 6,500 likes**.

## RESEARCH

**Research Assistant** Mar. 2023 – May 2023  
*Foreign Trade University* Hanoi, Vietnam

*Project:* The Impact of ESG Practices on Gen Z's Retention in Vietnam: The Mediating Role of Employer Branding ([Info](#))

- Selected to join **Global Social Business Creation Conference (SBC)** and received **Certificate of Appreciation**.
- Conducted the **Quantitative Analysis** by conducting the **survey design** receiving **300 responses** and **Qualitative Research** by conducting **6 in-depth interviews** with corporate employees.

## ACHIEVEMENTS

**YOU CAN 13 (Management Trainee Program Simulation Contest)** Apr. 2025 - May 2025  
*Top 8 Marketing Contestant*

**Marketing on Air (MOA)** Sep. 2024 - Oct. 2024  
*Top 20 of Preliminary Contest "Road to MOA"*

## SKILLS

**Technical Skills:** Proficient in the use of **Google Docs, Google Sheets, Adobe Photoshop, Adobe Illustrator**, and **Adobe After Effects**, demonstrating a strong aptitude for **leveraging digital tools** to enhance productivity & work quality.

**Soft Skills:** Leverage a broad range of experiences to develop **Leadership, Content Strategy, Website Copywriting** and **Media Distribution**, showcasing a strong ability to **lead initiatives** and **communicate across various platforms**.

**Language Skill:** IELTS 8.0 (Listening: 9.0, Reading: 9.0, Writing: 7.0, Speaking: 6.5)