



Lữ Khánh Nhi

PROMOTION STAFF

EDUCATION

Văn Lang University

Digital Marketing | Oct 2020 - Aug 2024

Graduation: Good GPA 7.5/10

WORK EXPERIENCE

SEEDCOM JUNO FASHION

ACCOUNT MANAGEMENT | Mar 2024

- 7 months of supporting the implementation of Flash sale projects in women's fashion.
- Ensuring key brand with ambitious revenue growth in Campaign Brand day/ MEGA LIVE / Tiktokshop sale campaign.
- Account management for 3 tiktok channels (interactions, followers, sales based on KPI)
- Implement and control content for marketing programs related to collections, campaigns, and events.

Key achievements:

- TikTok channel traffic increased by 50%
- Followers increased by 50K+.
- Consistently met sales KPIs and view counts over several months.
- October campaign SALE exceeded target by 105%.

ABOUT ME

I'm a Digital Marketing professional with over 3 years of experience in roles such as Content Executive and Marketing Planner. Throughout my career, I have collaborated with over 200 KOCs/KOLs to enhance brand awareness and drive sales growth

SKILLS

- Communication: Vietnamese, English and basic Chinese.
- Ability to work in group and work independently.
- Office information technology: Word, Excel, Powerpoint, Google Docs,..
- Design: use design tools Capcut, Canva,..
- Good writing, ideation and planning skills,..

JOYMAL LOCKNLOCK

CONTENT CREATOR / OCT 2023

- Collaborate directly with KOCs/KOLs to promote products (Phạm Thoại, Chảnh beauty,...).
- Create new product (design ideas with R&D team; Built ideas for content images for listing product).
- Plan and execute promotion campaign (including SEM)
- Report engagement and sales revenue and analysis (results oriented) to Team Leader weekly or monthly.

Key achievements:

- Achieved 400 million VND in sales during a 2-hour live session.
- Generated 5 billion VND in revenue in one month.
- December 12, 2023 top 1 home & living industry.
- Reached 3 videos with 1M+ views.

ORGANIC SHOP - EXECLUSIVE COSMETIC

MARKETING PLANNER / APR 2022

- Developed communication plans for the TikTok Shop platform, supporting various distributor channels (Nuty, Hasaki, Shoptido, Tú Hảo, etc.).
- Collaborated directly with KOCs/KOLs to promote products (still-in contact).
- Produced diverse content across communication channels.
- Measured, reported, and evaluated the team's content performance weekly, monthly, and by campaign.

Key achievements:.

- Achieved over 1,000 sales for the exfoliating product. The KOC/KOL campaign met 100% of its KPI.