



# TO NGUYEN BAO

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## SUMMARY

I am a senior International Business student at Western Sydney University with a passion for marketing, social media, sales support, and strategic planning. With experience in market research, content creation, customer behavior and digital marketing, I have contributed to various branding and campaign initiatives. With the proficient in sales and social media marketing, I thrive in dynamic environments, combining creativity and analytical thinking to drive impactful marketing strategies and business development.

## WORK EXPERIENCE

**Sales & Marketing Assistant at FOX SPIRIT CO.,LTD** Nov 2024 - Present

- **Established** social media plans for new products, communication campaign for workshops.
- **Developed** and **executed** monthly marketing plans, contributing to a 25% increase in sales within 2 months.
- **Conducted** market research and customer insights, optimizing campaigns for higher engagement
- **Optimized** graphic content, leading to a 20% engagement rate increase per month.
- **Conducted** workshops to attract many customers and partnerships.

**Content Collaborator at iVolunteer Vietnam** Oct 2024 - Nov 2024

- **Researched** and **created** content for topics including scholarships, jobs, and campaigns.
- **Contributed** to maintaining website engagement through well-researched posts.
- **Reached** KPI of creating more than 15 posts on website.

**Creative Manager at HCMC** 2020 - 2021

- **Taking responsibility** for all of photos and graphic designs for communication plans.
- **Establishing** tasks and plans to ensure KPIs for weekly post on social media.
- **Succeed** at conducting 90 DO event and maturity ceremony for students.

## EDUCATION

**Bachelor of Business** Sep 2022 - Feb 2026

**Western Sydney University - Vietnam Campus**

- Major in *International Business*.
- *GPA Stage 1: 5.083/7.0 - 2.91/4.0*
- *Notable subjects:* Market Research, Statistic for Business, Consumer Behavior, Business Law, International Business.

## CERTIFICATION

- IELTS (5.5) - IDP (2021)
- Digital Marketing Fundamentals - Aspire Business School (2024) → Covered SEO, Google Ads, and campaign management.
- Case Mastery - Tomorrow Marketers (2025) → Gained solving business case and strategic thinking.

## SKILLS

- **English and Vietnamese - Professional level**
- **Strategic Planning (Marketing):** Campaign development, branding strategies, and media touchpoint knowledge
- **Market Research:** Proficient in data collection, analysis, and consumer behavior insights
- **Photograph & Design:** Proficient in Canva, CapCut Photoshop, and Lightroom
- **SEO & Digital Marketing:** Knowledge of SEO content, campaign performance analysis, and blog optimization