



CAO HO CAT TUONG



Female



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District 7, Ho Chi Minh City



11/09/1998



0978622139

OBJECTIVE

- Short-term: Within 1 year, seeking a Marketing Associate position to enhance skills
- Long-term: Within 6 years, aiming to become a Marketing Manager

EDUCATION

UNIVERSITY OF ECONOMICS HO CHI MINH CITY

8/2021 - 12/2024

BACHELOR OF MARKETING

Degree classification: High Distinction

- GPA: 3.71/4.0
- Honors: Scholarship of excellence for 2 terms.
- Awards: Won second prize in the 2022 startup idea and project competition

WORK EXPERIENCE

COFFEE PRODUCTION FACILITY

6/2017 - 1/2021

MANAGE WITH FAMILY

Distributed roasted coffee to over 10 shops in the area and increased revenue by an average of 10% per year for the first 3 years. Successfully retained loyal customers by having them use roasted coffee products for many years.

VIET BRAND DEVELOPMENT CONSULTING JOINT STOCK COMPANY (GOLD KEY MEDIA)

7/2024

MEDIA BUSINESS INTERN

Reached over 500 customers and introduced the company's services to them. Identify and analyze customer needs correctly to provide appropriate communication and advertising solutions.

VIET TINH ANH JOINT STOCK COMPANY

8/2024 - 10/2024

MARKETING AUTOMATION INTERN

Successfully created and published the My Points website. Come up with ideas and write content for Zalo OA My Points channel, write content for My Points membership program, manage My Points website, support work for each campaign in cooperation with partner, analyze and report Zalo OA Broadcast data to the supervisor

LOTTE VIETNAM SHOPPING JOINT STOCK COMPANY

1/2025

SEASONAL STAFF FOR TET HOLIDAY

Arrange and store goods neatly according to regulations. Participate in periodic inventory, control inventory, slow-selling goods and proactively return goods. Import and export goods according to regulations, ensuring quality and expiry date.

NOVO JAPAN LUBRICANTS JOINT VENTURE CO.,LTD

4/2025

MARKETING EXECUTIVE

Conceptualize and create content suitable for Facebook and TikTok platforms to increase engagement and attract customers.

ACTIVITIES

UNIVERSITY OF ECONOMICS HO CHI MINH CITY

8/2022 - 6/2024

- Take on the role of class monitor. Participate in organizing and managing the class
- Participate in organizing and running various club activities and school activities
- Collaborator for the Marketing Research Club at school. Support in coming up with ideas, designing posts on the club's media pages
- 1/2023 - 12/2023 have scientific research works, participate in 3 scientific research competitions from school to national level

VIET TINH ANH JOINT STOCK COMPANY

8/2024

- Support in preparing communications for the company's Warehouse Sale 2024 event
- Take photos at the event and write articles throughout the event

CERTIFICATE

- TOEIC
- Digital Literacy Certification (IC3)

SKILLS

- Planning and time management
- Hardworking, meticulous, responsible
- Proficiency in Microsoft Office
- Ability to work independently and in a team
- Design on Canva, CapCut
- Know how to use WordPress
- Content Marketing
- Digital Marketing
- Website management