

Vũ Trần Ngọc Thúy

Trade Marketing Executive



📅 12/03/2000
☎ 0343.600.118

✉ vtngocthuy12@gmail.com
📍 436B/106/35 3/2 Street, Ward 12, District 10, HCM City

INTRODUCTION

I am a marketer with 3 years of experience in content creation, strategic planning, and the execution of both online and offline marketing campaigns. I am eager to grow in a dynamic and creative environment, where I can contribute to brand development through impactful and engaging campaigns.



[See Portfolio here](#)


PERSONAL SKILLS

Microsoft Office	<div><div></div></div>
Teamwork	<div><div></div></div>
Graphic Design	<div><div></div><div></div><div></div></div> <div><div></div></div>
Video editing	<div><div></div><div></div></div> <div><div></div></div>
Presentation	<div><div></div></div>
Content creation	<div><div></div></div>
AI Tools Usage	<div><div></div><div></div><div></div><div></div></div> <div><div></div></div>
SEO Youtube	<div><div></div><div></div><div></div></div> <div><div></div></div>
Foreign language (English)	<div><div></div></div>

EDUCATION

- 📅 2018 - 2022
- Saigon Technology University (STU)**
Graduated with a major in Marketing,
Faculty of Business Administration
- GPA: 7.1/10
 - Five-Good Student” Award – University level (4 consecutive years)

WORK EXPERIENCE

- 📅 2023 - 2025
-  **Marketing Leader**
Ancarat Vietnam Joint Stock Company
Manufacturing, distributing, and trading precious metals: gold, silver, and gemstones.
January 2023 – May 2025 (2 years, 4 months)
- **Brand Positioning and Development:** Conducted market research and analysis to develop monthly communication strategies.
 - **Creative Ideation and Execution:** Collaborated in brainstorming sessions, executed marketing campaigns, and assessed their effectiveness.
 - **Media channel management:** Monitored and managed platforms including FB, TikTok, Website, and YouTube.
 - **Content optimization:** Optimized content based on user behavior, keywords, and AI applications (SEO for Website, TikTok, YouTube).
 - **Event planning:** Planned and executed product launch events and store grand openings.
- Key Achievements:**
- Co-produced 50+ viral TikTok videos (100K–1M views) and 20+ YouTube Shorts (10K–20K views).
 - Achieved a 30% increase in social media followers and boosted sales by 5–10% within 6 months through effective content strategy and planning.
 - Strengthened brand awareness during new product and store launches.
- 📅 May 2022 – Jan 2023
- Content Marketing**
Lux Media Agency
- Produced SEO content, TikTok scripts, and social media posts for clients.
 - Conducted keyword and market research to build content plans aligned with client goals.