



NGUYEN NGOC MINH AN

Nationality: Vietnamese **Date of birth:** 04/06/2003 **Gender:** Female

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ABOUT ME

As a last-year Marketing student, I am driven by responsibility, hard work, and adaptability. I thrive in collaborative environments, bringing a positive and can-do attitude, dedication, and an eagerness to learn and grow. My goal is to gain valuable industry experience while contributing to innovative strategies that create sustainable value for businesses.

EDUCATION

Bachelor of Business in Marketing

Swinburne University of Technology (2022 - 2025, awaiting official graduation)

Relevant Coursework:

- Inbound Marketing on Hubspot Academy
- Google Analytics for Beginners.
- Photoshop course at ColorME

TOEIC

- 830, proficiency in communicating and writing in English.

WORK EXPERIENCE

WORKIFY Coworking space - Receptionist (part time)

2023 - 04/2025

- Provided service offerings and sales to meet customer needs.
- Organized and scheduled meetings, and executed extra customer requirements, ensuring efficient time management and smooth coordination.
- Managed front desk operations, including answering phones and checking customers in and out.

ACADEMIC PROJECTS

Vina Cafe Rebranding Project

- Collaborated with team members to conduct market research, brand audit, and identify target customers.
- Designed and implemented an integrated repositioning strategy.
- Created a social media content calendar and supported the visual identity proposal.

BullCha Product Launch Strategy

- Conducted market research and analyzed the brand's strengths and weaknesses.
- Developed a comprehensive brand extension strategy.
- Executed campaign timeline and engagement activities.

SKILLS

- **Editing and Design:** Use Photoshop and Canva to create visually appealing designs.
- **Microsoft Office:** Proficiency in Word, Excel, and PowerPoint.
- **Application of AI in Work:** Apply AI to search for and gather information and enhance work efficiency.
- **Idea and Content Creation:** Always up-to-date with trends across multiple platforms, able to express ideas clearly and concisely.
- **Teamwork:** Being responsible and proactive when working in teams.