

DANG THAI HOANG

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SUMMARY

As a dynamic and forward-thinking marketing executive, I continually embrace opportunities to push my boundaries, particularly within domains demanding versatility and agility. Each day, I am dedicated to stretching my limits, fostering a mindset of continuous learning, embracing fresh viewpoints, and delving into diverse market landscapes to drive innovation and growth.

- WORK EXPERIENCE
- Marketing Executive, Activ Store

Jun 2024 - Apr 2025

 - Executed Facebook Ads and Google Display Network (GDN) campaigns; optimized based on CPC, CTR, Reach, and Impressions.
 - Designed marketing materials (poster, backdrop, standee) for events and product launches.
 - Coordinated and supported running event logistics and promotions.
 - Managed and updated brand content across Facebook, TikTok, YouTube, and Instagram.
 - Took product photos and collaborated with the design team for engaging visual content.
- SEO Intern, MOGI

Mar 2024 - Jun 2024

 - Outlined and wrote SEO-friendly articles (5 per week) targeting high-traffic keywords.
 - Monitored article ranking and traffic performance; optimized using RankMath and Semrush.
 - Achieved Top 20 Google search rankings for 80% of published content within a month.
- Marketing Intern, Starglobal 3D

Mar 2023 - Sep 2023

 - Supported the Marketing Leader in planning and executing brand campaigns.
 - Wrote content for Facebook posts to increase engagement and reach.
 - Scripted and edited short-form videos introducing the company's technologies and products.
 - Managed and updated YouTube channel with new brand content and promotions.

EDUCATION

Bachelor of Digital Marketing

Jan 2020 - Apr 2024

RMIT University Vietnam

Highschool Diploma

Aug 2015 - Jun 2029

Sedbergh Vietnam

- KEY SKILLS
- Market Research
 - Adaptability
 - Data Analysis
 - Content Strategy
 - Project Management
 - Visual Design (Canva, Photoshop)
 - Editing Video (CapCut)
 - Copywriting
 - Social Media
 - Search Engine Optimazation