



CV

## Education

NGUYEN NGOC MINH THU

## Experience

### About Me

Highly versatile Marketing and Branding professional with 6+ years of experience in developing and executing full-funnel digital campaigns, driving brand identity management, and leading creative content strategy (visual communication, video, editorial). Proven ability to leverage data-driven insights and design expertise to achieve measurable business growth.

#### Kookmin University Master of Visual Communications (2019 - 2021)

South Korean Government Scholarship Achiever 2018 with fully sponsored scholarship.

#### Hoa Sen University Bachelor of Corporate Communications (2012 - 2016)

Top 20 Faculty Graduates.

#### Creative MKT Manager Freelance in Sports Marketing (Present)

- Led Brand Strategy and developed comprehensive brand/creative guidelines from scratch, ensuring cohesive messaging across all channels.
- Spearheaded digital campaigns to promote brand purpose, focusing on SEO, Paid Social, and content performance for full-funnel activation.

#### Associate Brand Manager The Canadian International School (2/2024 - 5/2025)

- Designed and directed visual assets (infographics, videos), translating complex data into engaging, high-performing marketing content (Creative/Design).
- Managed and enforced visual brand consistency for major events (offline + online), resulting in improved public perception and engagement by 120%.

#### Senior Communication Specialist Station20s (2022 - 12/2023)

- Directed end-to-end digital content strategy and marketing execution, significantly boosting campaign reach and conversion goals for education programs by 30%.

#### Community Manager Freelance in Game Industry (2020 - 2/2022)

- Cultivated and moderated online communities (1000+ members).
- Designed engagement initiatives (e.g., virtual events, Q&A sessions) that increased community participation by 40%.

## Social Media

in @ngoc-minh-thu-minty

f @NNMThu



# Thu (Mint) Nguyen

BRANDING SPECIALIST |  
CREATIVE & DIGITAL LEAD

### Skills



### Languages



### Contact

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