

# NGUYEN THANH HIEN





## BRAND & COMMUNICATION INTERN



### ABOUT ME

A final-year student with a strong commitment to transitioning into marketing. Seeking opportunities to gain hands-on experience in creating engaging content, with the aim of building a long-term career in marketing and advertising while enhancing both creative and strategic abilities.

### CONTACT

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-  Ho Chi Minh City, Viet Nam

### EDUCATION

- University of Economics Ho Chi Minh City (UEH)** (2022 - 2026)  
Business Administration
- GPA: 3.7/4.0 (Cumulative)**

### SKILLS

- Technical:** Copywriting, Content marketing, Creative thinking, Email marketing, Strategic planning, Editing
- Interpersonal:** Open-minded, Problem solving, "Can do" Attitude, Teamwork
- Software:** Microsoft Office (Word, Powerpoint, Excel), Canva, CapCut, Adobe Photoshop
- Language:** Vietnamese (native), English (IELTS 6.5), Chinese (HSK 3 level)

### PORTFOLIO: [LINK](#)

### ACTIVITIES

#### Marketing Intern BShip

11/2024 – 1/2025

- In charge of writing content for daily posts on Facebook fanpage
- Research the market, competitors and customers databases, build a monthly content plan
- Support livestream sessions on Tik Tok and Facebook Live

#### CMO Forum Member Margroup

10/2023 – 12/2024

- In charge of writing/ designing social posts on pages
- PR Member/ Designer/ Editor for some of annual programs (CMO Training, CMO Talking, Marketing 101, The Spring Recruitment 2024)

#### Content Writer iVolunteer Vietnam

11/2023-12/2023

- Search for informations and write content about courses, scholarships, jobs, volunteer programs,... to post on website.
- Contact/connect authors and bloggers to propose content cooperation, etc.
- Propose ideas and give comments for new content areas.

#### Content Coordinator Huỳnh Thúc Kháng English Club (H.E.C)

8/2019- 5/2022

- Keep track progress and ensure content is published on time
- Plan and develop content ideas in stages