



TRIỆU THỊ OANH

Brand & Communication Specialist



Since 2000



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[LinkedIn](#) & [Portfolio](#)

SUMMARY

Hello, I'm Oanh, a Marketing graduate with a genuine interest in branding and communication. I enjoy creating clear and engaging content, making visuals with Canva and CapCut, and I feel comfortable appearing in front of the camera. I have a basic understanding of how digital and social media channels work and try to stay updated on trends among young people and in society. I'm careful, adaptable, and looking forward to learning more while contributing to building brand image and creative communication campaigns.

EDUCATION

Ton Duc Thang University | 8/2018 - 10/2022

Bachelor of Marketing

GPA: 8.19/10

CERTIFICATION

- MOS Word 954/1000
- MOS Excel 940/1000
- TOEIC
- Fundamentals of Digital Marketing Certification – Google Digital Garage
- Content Marketing Certification – HubSpot Academy
- Big Bet Winner 2021 – Masan Group (MasanYoung Program)

SKILL

- Microsoft Office Suite
- Internal Communication (Radio, Handbook, Blog)
- Process Documentation (Docs, PPT...)
- Problem Solving & Communication
- Content Creation, Design (Canva, CapCut)
- Language: Vietnamese, English
- Presentation, Speaker

WORK EXPERIENCE

COOLMATE| FASTECH ASIA CO., LTD

Customer Service Specialist

- Created Customer Service Website & Blog (FAQs, Wiki). [Link website](#)
- Authored CS Handbook to support new staff onboarding and improve self-service resources. [Link](#)
- Mainly in charge of the Fashion Show YEP 2022 program, from ideation, script to coordination with departments.
- Participate in editing content for the CoolRadio program – an internal radio channel broadcast weekly to connect employees and spread company culture.
- See more details at the [link here](#).
- Worked across omnichannel support platforms, ensuring consistent service quality and fast response time.
- Handled high workload during Big campaigns (e.g. Double-day sales on Lazada, Shopee), about ~5K orders per day, coordinating with multiple departments to ensure timely processing.
- Collaborated directly with external delivery partners such as Ninjavan, Shopee Express, Ahamove, and others to resolve shipping issues and ensure smooth order processing and on-time deliveries.
- Proficient in using Google Sheets, Nhanh.vn, internal ERP systems, and Vietful warehouse software to manage inventory, track orders, and generate reports.
- Achieved high CSAT (Customer Satisfaction Score)
- 2nd Prize - Best Customer Service 2023 (out of 16 team members).

VNG GAMES| VNG CORPORATION

Customer Service Executive (cum Market Research)

- Conduct market research reports on the gaming industry in Thailand, the Philippines, and Vietnam, analyzing user behavior, reactions, feedback, and payment methods across multiple platforms, with a focus on competitors and new products.
- Execute monthly email campaigns reaching 30,000–50,000 users, with re-engagement content including codes and event announcements.
- Handled ~200 support tickets per day using internal CS tools, admin/user management systems; experienced in checking in-game logs, payment records, using Metabase, and setting up promotional emails.
- Handled account/game inquiries and resolved in-game, payment, and ad-hoc issues for both Vietnam (2/3 workload) and local markets (Singapore, Philippines, Malaysia).
- Worked in a multinational corporate environment, regularly communicating and handling tasks in English with internal teams and users from different countries.