



NGUYEN DINH TU
BRAND & COMMUNICATION STAFF
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OBJECTIVE

As a Content Creator with over 1 year of experience in creating and managing digital content across multiple platforms (Facebook, TikTok, YouTube, website), I bring a strong eye for trends, SEO writing skills, and proficiency in Canva and Capcut. I'm looking to expand my role in a marketing team where I can also contribute to campaign support, material preparation, and performance tracking, while continuously learning more about offline marketing and retail engagement.

WORK EXPERIENCE

MEGABOOM CO., LTD 10/2024 - 09/2025
Content Marketing Executive

Key Responsibilities

- Conducted research on financial market trends in Vietnam and globally to support content planning.
- Developed content strategies across social media (Facebook, YouTube, etc.) in line with branding goals.
- Collaborated with media and design teams to produce visuals, banners, and basic POSM.
- Created communication materials using Canva and Capcut for internal and external use.
- Tracked content performance and prepared regular marketing reports and presentations.
- Supported event communications and fanpage campaigns for marketing initiatives.

Key Achievements

- Built the Sanuytuonline fanpage from 0 to 1,300 followers; YouTube videos reached over 26,000 views.
- Contributed to the Top1coins campaign, helping it grow to nearly 1,000 followers in 6 months.
- Helped grow the PTInvest page from 0 to 1,700 followers in a short period.
- Improved SEO articles using quality backlinks, enhancing search ranking for finance content.
- Designed communication materials aligned with the brand's visual guidelines.

L'ORE WATCH 08/2025 - Present
Content SEO Freelancer

Key Responsibilities

- Created SEO content for luxury watches aligned with user journey stages.
- Conducted keyword research and optimized articles based on user insights and competitors.
- Managed and updated WordPress website content, ensuring SEO standards were met.
- Tracked website performance using Google Search Console and adjusted strategy as needed.

Key Achievements

- Increased organic traffic from 0 to 1,260 views/month within 1 month (+1,260%).
- Ranked several key pages in Google's top search results.
- Improved click-through rate and engagement through performance-based adjustments.

LIMOSA 02/2023 - 02/2024
Content SEO Freelancer

Key Responsibilities

- Created SEO content for product pages, blogs, and brand articles.
- Researched keywords and aligned content with ranking opportunities.
- Managed content through WordPress; ensured SEO technical accuracy.

SKILLS

- In-depth knowledge of Marketing, especially in Content Creation and Social Media Management.
- Proficient in WordPress CMS and SEO (On-page & Off-page) optimization.
- Skilled in using Google Search Console to measure and optimize campaign performance.
- Proficient in Canva and Capcut for basic photo and video editing.
- Solid command of Microsoft Office tools: Word, Excel, and PowerPoint.
- Strong skills in market research, intern coordination, and cross-functional collaboration.

EDUCATION

University of Finance – Marketing | 2021 - 2025
Marketing Communications
GPA: 3.26/4.0

CERTIFICATES

MOS (Microsoft Office Specialist)
TOEIC 665