

PHAN THỊ THÙY TRANG

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Creative and data-driven Content Creator & Communications Specialist with experience in social media content creation, digital marketing, event planning, and project management. Passionate about crafting engaging stories, optimizing content for audience engagement, and executing marketing strategies that drive brand awareness. Proven ability to analyze market trends, develop high-impact campaigns, and coordinate events seamlessly. My goal is to contribute to a dynamic marketing team, where I can leverage my skills in campaign execution, performance tracking, and cross-functional collaboration to optimize marketing initiatives and expand user growth.

My Portfolio: trangphan.my.canva.site/thuytrangportfolio

EDUCATION

RMIT University

Bachelor's degree, Digital Marketing

Minor: Management & Change

Viet Nam

March 2025

EXPERIENCE

Marketing Assistant Trainee, Thermomix company

September 2024 – December 2024

- Created and oversaw content for Facebook and TikTok, boosting engagement and enhancing brand visibility.
- Performed market research and audience analysis to refine content strategies.
- Produced marketing materials, including promotional videos, blog articles, and infographics.
- Led event planning and brand activation initiatives.
- Monitored performance metrics to assess the effectiveness of the content.

Marketing Intern, Luxperia Collective company

March 2024 – August 2024

- Developed a growth marketing strategy, resulting in a 30% increase in website traffic & engagement.
- Conducted market research & competitor analysis to optimize customer targeting.
- Created and analyzed weekly social media metrics reports using tools such as Google Analytics, WordPress, and Canva.
- Designed and optimized social media content, including blogs and posts, to enhance audience engagement and reach.

Student Ambassador, Samsung Vietnam company

November 2023 – Present

- Selected among 50 ambassadors from over 800 applicants nationwide.
- Created compelling video content, articles, and social media posts to promote Samsung's latest innovations.
- Engaged directly with consumers and provided valuable feedback on product perception & user experience.
- Collaborated with a nationwide network of ambassadors on various marketing projects.

Project Leader, Neo Culture Technology RMIT Club

January 2023 – July 2024

- Led creative projects & events to foster student engagement in culture & technology.
- Developed event marketing strategies to boost participation and visibility.
- Coordinated project timelines, managed budgets, and handled stakeholder communication.
- Created content for social media to promote club activities and events.
- Led a content & email marketing strategy, increasing event pre-registrations by 20%.
- Managed a team to create multi-platform content (blogs, videos, graphics) for promotional campaigns.
- Developed and implemented an email marketing strategy, increasing pre-event registrations by 20%.

SKILLS & INTERESTS

- Sales & Marketing: Digital marketing, social media strategy, brand storytelling
- Retail & Consumer Behavior: Market research, customer engagement, sales techniques
- Project & Event Management: Planning, budgeting, coordination, execution
- Business Communication: Presentation skills, stakeholder engagement, negotiation
- Data Analysis & Strategy: Performance evaluation, consumer insights, data-driven decisions
- Technical Skills: Microsoft Excel, PowerPoint, Word, Google Analytics, Power BI, Excel, Canva
- Creative Thinking and Trend Analysis: Strong ability to craft compelling and on-trend content.
- Cross-functional Team Collaboration

ADDITIONAL INFORMATION

- Languages:** English, Vietnamese.
- Certifications:**
 - Fundamentals of Digital Marketing (Google Learning)
 - Social Media Marketing Foundations (LinkedIn Learning)
 - RMIT English Advanced (6.5 IELTS)
 - Excel and Power BI (MCI Center)