



# NGUYỄN MINH HIẾU

## PROMOTION STAFF

☎ 039 463 1607

✉ ngminhhieu167@gmail.com

📍 District 2, Ho Chi Minh City

📅 16-07-2003

## EDUCATION

### MARKETING

Ho Chi Minh City University of Technology

09/2021 - 02/2025

Graduated with a good degree  
- GPA: 3.35/4.0

**Microsoft office specialist (MOS) certificate**

Word, Excel, Powerpoint 2016  
06/2020

**English B1 certificate**  
07/2024

## SKILLS

- Office skills
  - G-Suite
  - Microsoft Office
- Edit photo, video
  - Canva
  - Capcut
  - TikTok
  - Adobe Premiere (Basic)
  - Adobe Photoshop (Basic)
- Event plan skills
  - Proposal, Timeline, budget estimates, program scripts, ...
- Communication and persuasion
- Presentation
- Time management and work progress
- Work under pressure

## CAREER OBJECTIVES

- **Short-term:** Become a part of the company and work in a dynamic, challenging environment to enhance my abilities.
- **Long-term:** Continuously learn, share knowledge and accumulate experience to improve professional expertise and soft skills. strive for career advancement and contribute sustainable value to the business.

## EXPERIENCE

### Retail Marketing Intern

08/2024 - 02/2025

PHARMACITY PHARMACY JOINT STOCK COMPANY

- Received briefs, worked with suppliers, and coordinated with relevant teams to propose adjustments ensuring guideline compliance and campaign optimization.
- Supported the execution of marketing content on Pharmacity's social media, website, app, and customer SMS in alignment with brand and supplier requirements.
- Manage data and display images of POSM items on the Tracking Tool.
- Track contracts and update information on the system.
- Manage, distribute, and support POSM requests for nearly 1,000 pharmacies.
- Collect, compile display images, and create reports.
- Gather and analyze data on competitors.
- Assist in organizing events.

### Scientific Research for Student

09/2023 - 05/2024

HO CHI MINH CITY UNIVERSITY OF TECHNOLOGY

- Experienced in conducting scientific research in the fields of Marketing and Economics.
- Skilled in searching, categorizing, organizing, analyzing, and utilizing collected documents and data.
- Developed strong data analysis, organization, and presentation skills.

### Event Planner

04/2022 - 04/2023

CET - COMMUNICATION AND EVENT CLUB OF HUTECH

- Research and develop projects.
- Plan and execute project development.
- Planned and managed events with attendance of up to 500 participants.
- Manage timelines before and during events.
- Estimate budgets and optimize event budgets.
- Compile post-event reports and evaluations for future improvements.