

NGOC NGHIA TRAN

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As a senior enrolled at the University of Economics Ho Chi Minh City, I am seeking to gain practical experiences in content creation and marketing within a dynamic and innovative environment. I am eager to contribute strong writing, editing, and research skills while learning valuable industry knowledge and developing professional competencies.

EDUCATION

UEH University | International Business of School | Major: International Business

Sep 2022 - Present

- GPA: 3.0/4.0
- Studying Bachelor's degree program

PROFESSIONAL EXPERIENCE

Copywriter Intern | StreamKrew Vietnam

Mar 2025 - Jun 2025

- Brainstormed creative ideas and developed content angles aligned with each brand's identity and audience insights for clients such as Lazada, Swisse Vietnam, L'Opia,...
- Researched and tracked viral content, trending hashtags, and social media trends to produce timely and culturally relevant content.
- Wrote copy for social outreach campaigns published across various channels, including community pages, Facebook seeding groups, and Threads seeding users.
- Researched and proposed suitable KOLs, influencers, and celebrities for campaign executions based on client objectives.
- Collaborated closely with designers to create visually engaging assets that complemented campaign messaging.
- Maintained and updated content calendars for the agency's owned channels (Facebook, Instagram, LinkedIn) to ensure consistent and strategic content scheduling.

WORKING ACTIVITIES

Member of Content&logistics Department | ISB Event Team

Feb 2023 - Jan 2025

- Worked as a member of Content, Logistics, and Game Teams across different events.
- Developed and executed comprehensive content writing and design briefs for multiple channels, including Facebook, Instagram, and Website.
- Leveraged email marketing to effectively disseminate critical information and updates to events' participants.
- Collaborated closely with the members of Public Relations Department to develop and implement engaging social media posts and content aligned with each event's unique theme and values.

Member of Executive Committee | ISB Youth Union

Apr 2023 - Apr 2024

- Undertook and handled all the documents tasks related to the Youth Union.
- Organized and participated in annual events and activities of ISB Youth Union and UEH Organization - Development Union Department.
- Specialized in communication tasks for the ISB Youth Union Fanpage.

KEY SKILLS

- **Languages:** English (proficiency), Japanese (basic), Chinese (basic).
- **Computer skills:** Microsoft Office, Google Workspace, Wordpress
- **Tools:** Adobe Illustrator, Photoshop, Canva, Capcut, Figma, Mailchimp
- **Expertise:** Content Writing, Creative Content, Social Media Management, Project Management, Event Coordination, Project Planning
- **Portfolio:** Click [here](#) or scan the QR code



REFERENCE

👤 Mr. Nguyen Trinh - Social Media Manager

🏢 StreamKrew Vietnam

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