



ĐẶNG NỮ VI NA

MARKETING INTERN

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🎂 21/09/2004

🏠 Thu Duc City

Education

Bachelor of Business Administration

- 9/2022 - Present
- International University (HCMIU) - VNU HCM City
- GPA: 3.37/4.0

Certification

- IELTS 5.5
- Foundations of Digital Marketing and E-Commerce (Coursera)

Hard Skill

- Microsoft Office
- Canva

Soft skill

- Problem-Solving
- Presentation Skill
- Project Management
- Teamwork
- Leadership
- Communication
- Critical Thinking

Language

- English
- Chinese

About me

My active involvement in extracurricular activities has equipped me with strong soft skills in leadership, communication, teamwork,... I am excited about the opportunity to leverage this experience to contribute effectively to my work. My passion for marketing, combined with an innovative mindset and a dedication to delivering impactful results, makes me a strong candidate for this position.

Experience

Welcome Freshmen 2023

06/2023-09/2023

Co-organizer

- Collaborated with **4** partners to organize a welcoming event with over **900** freshmen.
- Attracted over **24M** in-cash and **50M** in-kind from sponsors.
- Acquired over **450** new ZaloPay users in less than a month, surpassing the KPI by **113%** through the introduction and offering of approximately 50% discount promotion codes for bills at the IU canteen for new users within one month.

Business Administration Youth Union 12/2022-05/2024

Head of External Affairs

- Attracted over **34M** in-cash and **75M** in-kind from sponsors.
- Hosted **01** feedback session per month for the **15**-member External Affairs committee, and implemented numerous procedural enhancements and efficiency upgrades based on team member input.
- Acquired **20** media partners, including clubs, and organizations from universities in HCM to promote the events.