Dao Cong Nam



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OBJECTIVES

Long-Term

Become a professional marketer.

Short-Term

Learn and earn more professional experiences in marketing department.

EDUCATION

Bachelor of Arts (Honors) in Business with International Management

Northumbria University, UK

(APR 2016-SEP 2017)

Core subjects: Global Marketing and Communications; Markets and Customers; Strategic Management and Leadership; Culture and Organizations.

• Advanced Diploma in Business Management

Marketing Institute of Singapore, Singapore

(JUN 2015-DEC 2015)

Core subjects: Business Research Methods; Integrated Marketing Communications; Business Information Systems; Human Resource Management.

EXPERIENCES

• Sales cum Marketing Executive

Rin by Chung Thanh Phong, HCMC

(MAR 2018-JUN 2018)

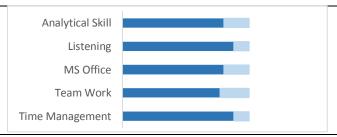
- ✓ Conduct research on major competitors and Vietnam fashion market.
- ✓ Manage social media channels (mainly Facebook).
- ✓ Brainstorm ideas towards marketing campaigns.
 - Marketing Intern

Ultimate K, Singapore

(MAR 2016-APR 2017)

- ✓ Assist producer with planning and executing fashion shows.
- ✓ Responsible for backstage smoothness during fashion shows.
- ✓ Provide ideas and initiatives for fashion shows.

SKILLS



ACHIEVEMENT

- Golden Award in Sales and Marketing from Marketing Institute of Singapore.
- Representative of Marketing Institute of Singapore in the 2015 *Global Brand Planning Competition* organized by Global Chinese Marketing Federation.
- Best Bowler Champion in 2015 Marketing Institute of Singapore's bowling competition.

ACTIVITIES

- Research Assistant in a 2016 research project from Agility Research and Strategy firm.
- Member of Student Council of Marketing Institute of Singapore
- Volunteer as arrival and departure administration service officer in 28th SEA Games 2015 in Singapore.

PERSONALITIES

• Keen to learn, honest, loyal, detail-oriented

INTERESTS

Reading news and magazines, listening to music, travelling