

Samuel Nguyen

Vietnam | Male | 23

EXPERIENCE

- Business Development Intern at Danone Vietnam (6 months): Conducted market research for new product launches, analyzed sales data, collaborated with marketing and sales teams, prepared reports for management. Assisted in creating promotional materials, organized tasting events, evaluated customer feedback, and suggested improvements to marketing strategy.
- Marketing Assistant at VinGroup (6 months): Coordinated online campaigns, managed content creation for social media channels, tracked engagement metrics, and prepared weekly analytics reports. Collaborated with cross-functional teams including designers, copywriters, and event coordinators.

EDUCATION

- Bachelor in International Business, Foreign Trade University, 2022: Courses included International Marketing, Consumer Behavior, Financial Accounting, Business Strategy, Supply Chain Management. Participated in an academic project developing a market entry strategy for a health beverage brand in Vietnam. Worked in a team of 4 to present findings to professors and industry mentors. Organized a mini research survey of 500 respondents to understand local consumer preferences.
- Summer Program, INSEAD Asia Campus, 2021: Focused on Global Marketing Strategy and Innovation. Completed group projects analyzing international product launches in Southeast Asia.

SKILLS

Market Research, Excel (advanced data analysis), Presentation, Communication, Project Management, Digital Marketing

PROJECTS

- Product Launch Strategy: Conducted surveys, analyzed consumer behavior, developed strategic recommendations for product launch, created marketing plan, presented insights to executive mentors.
- Social Media Engagement Analysis: Monitored campaign performance, reported engagement trends, suggested optimization techniques, collaborated with creative team.

LANGUAGES

English (fluent), Vietnamese (native), French (intermediate)

CERTIFICATIONS

Google Ads, HubSpot Inbound Marketing, Certificate in Digital Marketing Strategy

HOBBIES

Cooking and experimenting with fusion cuisine recipes, reading business strategy books and case studies, practicing yoga and mindfulness, volunteering at local literacy and entrepreneurship programs

REFERENCES

- Linh Tran, Marketing Manager at Danone, linh.tran@danone.com
- Minh Pham, Professor at Foreign Trade University, minh.pham@ftu.edu.vn

ACHIEVEMENTS

- Best Internship Project Award at Danone Vietnam 2021
- Recognized in university newsletter for outstanding academic project