



ALL ABOUT ME

Though majoring in Economic, I am a tech - savvy person and have a great passion for Digital things, like Digital Marketing or Multimedia.

Therefore, besides having a bachelor in Marketing, I chose Digital Marketing as my minor while I studying at UFM. I'm looking for the opportunities to work and learn in a energetic, youthful and professional working environment, where I could discover my maximum potential in the field.

CONTACT

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ADD :

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SKILL

- Presentation
- Logical thinking and creative
- Office (MS)
- Teamwork
- Market Research
- Google Analytics, SEO
- Communication

LANGUAGES

English: Advanced

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EDUCATION

University of Finance – Marketing

Bachelor of Marketing

WORK EXPERIENCE

Tali Agency - Intern Marketing

6.2018 – 4.2019

- Analysis, evaluation and project planning, development of internet communication plans, SEO / SEM, other advertising such as Google Ads (Google Search, Google Display Network), Zalo Ads, Instagram, Facebook Ads campaigns
- Plan keywords and put them to the top of the search position
- Evaluate effectiveness and measure ads effectiveness, optimize ads, measure KPI.
- Weekly campaign report, propose additional options.

Capella Entertainment - Marketing Executive

6.2019 – 12.2019

- Working in Food and Beverage environment
- Communicate with customers on social media and database management
- Responsible for content on social media
- Implement Customer Relationship Management (CRM)
- Researched competitor and build long term relationship for future projects
- Facebook Ads, Mailchimp
- Update frame outlet
- Interactive event shows, weekly showstopper's nights
- Summary of proposals and contracts
- Working with Agency and Article PR partners
- Supported Sale and Event team in various task (ie, Quotation, Checking status, Procurement)

AWARDS

THE **1ST** PRIZE CONTEST OF MAKE YOUR VIRAL - 2019 ORGANIZED BY THE UNIVERSITY OF ECONOMICS - LAW

ACTIVITIES

Volunteer for Ho Chi Minh City Youth Camp for children and teenagers
Volunteer for charitable activities

INTERESTS : Travelling | Reading | Video Gaming | Sport |
Advertising Concepts | Event Planning