



PHẠM MINH TÚ

Junior Marketer

A Highly organized and detail-oriented undergraduate student from National Economics University that is currently seeking an entry-level position or internship as a marketer. I previously spent six months working for a marketing agency, where I worked successfully with my coworkers to assist and execute numerous customer requests.

CONTACT



Thanh Xuan, Ha Noi



0932 362 138



phmt8302@gmail.com

EDUCATION 2020 – 2024 (Expected)

- **Bachelor of Business & Marketing** at Coventry University – Campus at NEU
Specialized in Marketing & Analytics, Innovation, Changes
- **Certificate of Program Completion for SOKA University (Japan)**
“Creative Industry and Humanistic Leadership Japan”
- **BTEC HND – Higher National Diploma**

SKILLS

- English – TOEFL ITP
- Microsoft office
- Design – Canva
- E – Commerce
- Search Engine Optimization – SEO
- Basic data analytics
- Analytics tools – Spreadsheets, SQL

WORK HISTORY

Intern E-commerce Marketing Marketing Agency (10/2022 – 03/2023)

- Managed the set-up of over 20+ e-commerce sites for new clients.
- Optimized SEO keyword for over 500+ products ,helping each products increased its search rate.
- Partially managed and optimized the conversion rate of 10+ clients' store for a 1% increased.
- Used Canva for 100+ basic poster, advertising banners.
- Successfully implemented ads design. setup for new 10+ clients which increased their sales, websites' traffic gradually.
- Followed and maintained a good working environment across all department, co-workers.
- Assisted directly to the group leader as well as being the leader's second option.
- Was named top 5 for best employees, intern in January.