

# DO THU TRANG

## SEO CONTENT WRITER

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## SUMMARY

- Motivated, energetic and ambitious economics student with a passion for digital marketing, seeking opportunities at TIMIND.
- Aiming to use accumulated writing, teamwork, communication, design skills and knowledge to support the company's growth in the international market and establish a long-term career in marketing.

## EXPERIENCE

### Content Creator - Part-time

#### OZO PARK

07/2023 - Present

- Produce high-quality, engaging and original content for digital platforms, including blog posts, videos, articles, and social media updates.
- Collaborate with the marketing team to develop and execute a content strategy that aligned with company's brand identity and marketing goals.
- Manage social media accounts, create and schedule posts to engage with the audience and promote content.
- Utilize analytics tools to track content performance, gather insights, and adjust content strategies for continuous improvement.

### Sales Administrator - Part-time

#### AMERICAN STUDY

05/2022 - 10/2022 Hanoi

- Proactively interact with customers to recommend services that best suit their desires and needs, achieving a more than 90% in customer satisfaction rate.
- Work collaboratively with a team of 10 other sales associates to devise strategic sales solutions to achieve and exceed the department's monthly.
- Perform market research on competitors and industry service lines to maintain up-to-date industry knowledge.
- Manage all reporting data, identify trends within the data, and assist with developing effective marketing strategies.
- Perform numerous administrative tasks, including scheduling meetings and travel, working with external vendors, interacting with visitors, and answering phone calls.

### Communications Intern

#### YOUTH+

04/2021 - 11/2021 Hanoi

- Leader of the communication department, led the development of social media marketing campaigns for career orientation for students, which increased Facebook followership by over 30% per month.
- Develop and maintain a content calendar to ensure a steady flow of high-quality, informative, and visually appealing content that resonated with the target audience.
- Conduct survey and analyzed trends and demand of students to create content for various social media platforms.
- Successfully support 500+ young people to find their career paths and mentors via MINE - Career Orientation project.

## SKILLS

Communication	Teamwork	Writing
Design	Adaptability	Leadership
Customer service	Critical thinking	
Microsoft Office	Time management	

## EDUCATION

### Business English and Management

#### NEU - National Economics University

2020 - Present Hanoi

### IELTS 7.0

#### British Council

## DIGITAL MARKETING

#### Google

## LANGUAGES

English	Proficient
Vietnamese	Native

## ACTIVITY

### Project Assistant

#### YESD VIETNAM

05/2023

- Collaborate with Vietnamese and Singaporean coordinators to develop specific program plans.
- Organize Vietnamese language classes for students at the National University of Singapore (NUS).
- Serve as an interpreter for volunteer teams.
- Assist in organizing and coordinating construction activities, educational programs, sports events, and cultural exchanges for children and local residents.
- Contribute to proposing and developing activities and programs aligned with sustainable development goals for ethnic minority communities.
- Plan, implement, monitor progress and quality, and report on assigned activities such as training, communications, community development.