



Tran Dang Dan Anh

Marketing Intern

ABOUT ME

A creative and innovative freshman with a can-do mindset. Adaptable in different workplace settings with good communication skills. As a quick learner and eager to take on new challenges, I am a highly motivated and results-oriented individual with a strong creative streak.

CONTACT

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📍 Long Bien, Hanoi

EDUCATION

● British University Vietnam

Bachelor (Hons) Marketing Management

2022 - 2025

AWARDS

Peaking Point 2022

Top 30

- ☑ Regulated objectives and KPIs for the campaign
- Found out insight of the Target Audience
- Came up with the Big Idea and Key Message of each phase

The Business Case Competition 2022 2nd Prize

- Specified the Target Audience and their insight
- Proposed the Strategic Approach and the Deployment plan

SKILLS

- Soft skills:** Communication, problem-solving, creative writing, time management, teamwork
- Hard skills:** Canva, Photoshop, Microsoft Office

CERTIFICATES

- ☑ Google Digital Garage - Fundamentals of Digital Marketing
- Markus Marketing School - Digital Marketing Course
- Microsoft Office Specialist (PowerPoint, Word)
- IELTS (2021): 7.0

WORK EXPERIENCE

Vivu Journeys

Marketing Intern

- Implemented 30+ social media posts to promote company's products and travel-related contents with basic design
- Supported making proposals, presentation slides for clients
- Participated in meetings to finalize the clients & leaders' requirements

JULY 2023 - SEP 2023

Le Bros

Public Relations Intern

- Participated in building and editing proposals for external clients: The Loop, J&T Express, Kangaroo, Nagakawa, Xiaomi, TOTO, Park Hyatt Phu Quoc Residences
- Developed more than 10 article content: WLS, Tobacco, Drowning
- Compilation of media reports: SPVB, Ryder Cup 2023

JAN 2023 - MARC 2023

EXTRACURRICULAR ACTIVITY

TEDxBUV

Member of Marketing Department

- Creating content with design briefs for 10+ social media posts (mostly on Facebook)
- Co-managed the working flow between TEDxBUV and KOL in TEDxBUV video series (Thung Long Family)
- Built video script, finalized and negotiated promotion tactics with KOL after posting the video

JUNE 2023 - PRESENT

Z Marketer

MarComm Officer

- Created content 15+ posts in Vietnamese and English on the fanpage with ~50 reactions for each posts
- Co-managed the Ambassador Program including over 20 media ambassadors
- Supported pre-content and main contest events including The Marketing Hustlers Camp and the Finale of the Competition

SEP 2022 - APR 2023