

VY MINH NGOC

SEO Marketing Intern

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[Portfolio](#) • [LinkedIn](#)

EDUCATION

NATIONAL ECONOMICS UNIVERSITY

Bachelor of Marketing - Third Year

Ha Noi

2021 - 2025

PROFESSIONAL EXPERIENCES

NEURON COMMUNICATIONS CLUB

Ha Noi

Deputy Head of Communications Department

07/2022 - 07/2023

- Successfully oversaw and mentored a team of 12 members, resulting in the execution of two impactful social campaigns that attracted over 300 attendees
- Provided objective feedback on content and visual outputs, ensuring consistency and uniformity across posts
- Created and hosted two comprehensive training programs, ensuring a thorough understanding of the organization's operational and specialized facets for newcomers

"MARCOM NEWS" THE PROJECT

Ha Noi

Social Content Writer

02/2022 - 07/2023

- Wrote weekly news articles and edited related visuals focused on global Marketing and Communications movements, strategically aimed at educating and captivating the target audience on Facebook
- Developed a comprehensive monthly content production plan, providing the project with timely execution to follow and check current progress

ENUY CORPORATION

Ha Noi

Content Executive

09/2022 - 03/2023

- Organized weekly content production plan to ensure timely content delivery on Facebook and Tiktok
- Created and maintained a style guide that ensured uniformity across all written materials
- Maintained relationships with content PICs and the Media team to ensure weekly content delivery

NEURON COMMUNICATIONS CLUB (NCC)

Ha Noi

Member of Communications Department

11/2021 - 07/2022

- Worked with 2 big agencies in Ha Noi to host a major-focused talk show that attracted more than 500 registration forms with over 400 attendees
- Led an internal team of 5, resulting in an increase of 33.9% Page Reach and 43% New Page Likes on Facebook
- Executed 2 successful social campaigns in collaboration with team members. Worked across functions to conceptualize and provide key visual orientations and produced content that aligned with the audience's insights and the overall concept. As a result, achieved a remarkable increase in Facebook reach, expanding the range by 3000-5000

CERTIFICATIONS

- Band 7.5 Overall Academic IELTS (C1 Proficiency)
- Content Marketing Completion Certificate at Enuy Corp
- Certificate of 4th Term's Contribution at NCC - Member of Communications Department
- Certificate of 5th Term's Contribution at NCC - Deputy Head of Communications Department