

Tran Xuan Nam

Hanoi | [Portfolio](#) | Phone: (+84) 788447439 | Gmail: trxuannam1301@gmail.com

EDUCATION

National Economics University	Oct 2020 - Oct 2024 (expected)
<ul style="list-style-type: none">• Major: Insurance Faculty• GPA: 3.6/4.0• Achievement: AGRIBANK Agricultural Insurance Group Enterprise Scholarship 2022	

WORK EXPERIENCE

Haki Fashion Company - Marketing Staff	Jun 2022 - Sep 2022
https://haki.net.vn/ - A company specializing in kids' clothes	
<ul style="list-style-type: none">• Researched and analyzed Sendo and Shopee markets driving a 15% increase in product visibility and 8% sales growth in the first quarter.• Enhanced product listings with engaging content leading to a 12% increase in click-through rates and 10% boost in conversion rates	

DEUSTHETEAM - Cross-border E-commerce Analyst	Nov 2022 - Jun 2023
<ul style="list-style-type: none">• Conducted research about the market and popular products through online platforms• Created content for items on Amazon, Etsy,...	

Inception Agency - Digital Marketing Executive	Jun 2023 - Sep 2023
https://inceptionagency.vn/ - A company operating in Digital Marketing and e-commerce platforms	
<ul style="list-style-type: none">• Conducted research about the market, products and competitors to identify the potential• Generated Marketing plans, proposed and executed strategies based on existing analysis• Made reports on the progress and effectiveness of the campaign	

EXTRA-CURRICULAR ACTIVITIES

Event Department of Insurance Faculty	Sep 2021 - Present
Leader of Team-building for freshmen K64	Oct 2022
<ul style="list-style-type: none">• Planned and organized events such as: created program ideas, timelines, content, games,... with the number of parameters used by about 80% of the number of freshman K64 and 90% of positive feedback after the program	
Other Event	
Volunteer of 1st Hanoi Techcombank's Marathon race	September 2022
<ul style="list-style-type: none">• Guiding race for contestants	

SKILLS & INTERESTS

Skills: Google Suite, Adobe Suite, Photography
Languages: English