



LÊ THỊ MỸ HẬU

Marketing Manager

CONTACT

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HCM City

EDUCATION

University of Transport
Information Technology
2023-2025

SKILLS

Database
Programming Logic
SEO
Content Creation
Project Management
Market Analysis

LANGUAGE

- English

ABOUT ME

I'm Lê Thị Mỹ Hậu, a third-year IT student at Ho Chi Minh City University of Transport. I'm passionate about marketing, where creativity meets analysis, helping me connect products meaningfully with people.

EXPERIENCE

- Content Marketing / KOL -V.BUILDER**
Ho Chi Minh City | 09/2025 - Present
 - Manage brand image and online engagement.
 - Collaborate with partners and influencers to promote campaigns.
 - Create social content and assist in community growth.
- Barista - Highlands Coffee**
Ho Chi Minh City | 04/2025 - 09/2025
 - Prepared drinks and provided customer service.
 - Maintained cleanliness and ensured product quality.
 - Worked efficiently in a fast-paced environment.
- SEO Intern - CYYLE (Crocodile Leather Shop)**
Ho Chi Minh City | 11/2024 - 04/2025
 - Managed social media pages (Facebook, Instagram).
 - Wrote and posted SEO-friendly articles.
 - Took and edited product photos for online marketing.