



# TRAN NGOC NHU Y

## Content Marketing Executive

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HCMC



[Content Execution \(Samples\)](#)

## PROFILE

A passionate marketer with a love for words, planning, and campaign coordination, I aim to reach a senior level in 2 years and become a leader in 5 years. My diverse background in content, planning, and executing campaigns, combined with my dedication, drives me to continually improve and achieve impactful results in the marketing industry.

## EDUCATION

### Van Lang University

#### Bachelor of Public Relations (PR)

- Good Degree (Sep 2018 – Sep 2022)
- Proficiency in English
- Marketing course on Google
- Marketing course LinkedIn Learning
- Microsoft Office Certificate

#### Activities

- President of Academic Club 3N
- Outstanding Student 2020, 2022
- Top 50 En Vang Hoc Duong 2020 (MC Contest)

## SKILLS

### • Project Management

Project leader of these programs:

- The Grand Ceremony of Best Hotels & Resorts Award 2023 (held in Indonesia)
- Online interview article series of global General Managers and Director of Marketing & Sales

### • Presentation

Prepare documents and participate in the sharing session as **a speaker** about "**Best Hotel & Resort Awards 2023**" with students of the Faculty of Tourism and Hotel Management at **RMIT Vietnam University**.

### • Data Analysis

- Synthesize communication data to make reports after campaigns.
- Analyze and evaluate the success of social campaigns to learn from experience for future projects.

## WORK EXPERIENCE

### Marketing Staff – Dunlopillo Vietnam

Feb 2024 – July 2024

- Manage, operate, and provide materials for the Anh Trai Say Hi program as a mattress sponsor:
  - Increased **brand awareness** across media channels.
  - Managed and tracked over **15 sponsorship activities** throughout the program.
- Participate in managing and negotiating sponsorship benefits and information for the MMA Innovate 2024 program as a Gift Partner:
  - Successfully negotiated **5 major sponsorship benefits**.
  - Secured sponsorship for over **200 gifts** and **1500 shopping vouchers** for the event.
- Coordinate and manage stakeholders to set up, provide materials, create memos, etc., for the NovaWorld Phan Thiết Community Connection Golf Tournament as a Diamond Sponsor:
  - Managed the preparation and distribution of over **200** promotional material sets.
  - Created and managed **15 cooperation memos** with relevant partners.
  - Achieved **100%** progress and requirements for diamond sponsorship for the event.
- Manage and operate social media pages:
  - Managed and operated Facebook and LinkedIn pages, increasing **followers** by **15%**.
  - Wrote and posted over **20 SEO-optimized articles**, increasing **website traffic** by **20%**.
  - Achieved **top 5** positions in Google search results for 5 key keywords.

### Content Marketing Executive

#### Wanderlust Tips Magazine (Vietnam & USA)


Dec 2022 – April 2024

- Developed content for PR articles, always-on content on social networking sites and websites (WordPress).
  - More than **40 PR articles** published (internal and external)
  - More than **1000 Website articles** published
- Interviewed online and wrote interview articles for more than **10 General Managers** in 8 countries (Egypt, Mexico, Taiwan, Indonesia, Thailand, Cambodia, Maldives and Vietnam).
- Managed, promoted growth, and shaped content development across Owned Media: Website, Facebook, Tiktok, and Linked In.
  - **Reach:** increase more than **1.5 times** from 2022 to 2023 (Linked In)
  - **Engagement and Metrics:** increase more than **1.5 times** from 2022 to 2023 (Linked In)
  - Average **views** on Tiktok: **5k – 10k**
  - Average **interactions** on Tiktok: **~ 1.5k**
- Planned, managed, assigned work and executed events:
  - Best Hotels & Resorts Awards 2023 held in Indonesia, attracting the participation of more than **500 influential people** in the world's tourism industry, with the participation of Mrs. Ni Made Ayu Marthini, Deputy Minister of Marketing, Ministry of Tourism and Creative Economy of the Republic of Indonesia.
    - The Art of Relaxation program with the participation of **10 leaders** in Vietnam: Mr. Agustaviano Sofjan (Consul General of Indonesia), Mr. Enrico Padula (Consul General of Italy), Mr. Fabio De Cillis (Trade Commissioner Italy),... and **20 influential guests**.
- Researched and proposed **+20 suitable Kols lists** for domestic and foreign Influencer Marketing Campaigns.

### Communications & Content Intern

#### ZEE Agency

Sep 2021 – Apr 2022

- Found customer insight, researched content, analyzed data, and brainstormed with the internal team after receiving client briefs.
- Proposed appropriate directions, ideas, angles, and communication channels.
- Executed communication plans, proposals and presented these plans to internal & external teams.
- Contacted, booked, and managed articles, social content from booked fan pages, and channels: S Channel, Nghiên Lam Dep, Vang Xam Comic, Cafe F,...
- Collected, analyzed data and prepared weekly and monthly reports for various campaigns: Tiger Balm, OCB,...
- Wrote PR articles, captions,  scripts and monitored recording sessions to ensure the quality for a variety of campaigns from Comfort, Sunlight, Pond, VIB 2.0,...

### Script Editor & Communications Intern

#### T Production

Oct 2020 – Feb 2021

- Planned, created ideas, and content for projects: The reality show "Một Chuyến Đi", TV show "Ngày May Mắn", Music program "Gala Nhạc Việt số 15".
- Interviewed artists, and got materials for media articles.
- Managed fanpages, supported social team to implement communication ideas: Gala Nhạc Việt fanpage, Việt Nam Tươi Đẹp fanpage, Ngày May Mắn fanpage.
- Supported the production team during on-set: Showcase "Rồi Một Ngày Hà Nói Về Tình Yêu", MV "Tết Nhà Mình", Mashup "Đã Sai Từ Lúc Đầu & Cạn Dòng Nước Mắt".