




HOANG DINH DUONG

MARKETING INTERN



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Ho Chi Minh, Vietnam

OBJECTIVE

My short-term goal is to learn from senior colleagues, develop skills in digital marketing, content creation, and market-data analytics, as well as contribute to the company's growth while enhancing my own abilities for future advancement opportunities.

WORK EXPERIENCE

BND MEDIA.
DEC 2022 - FEB 2023

Digital Marketing Intern.

- Assisted in managing social media fanpage: Engaged with customers, gathered basic customer information, optimized content, and scheduled posts under guidance.
- Participated in discussions for Facebook Ads and Social Content: Contributed to brainstorming sessions and supported the team in implementing strategies.
- Helped optimize target audience characteristics for Facebook Ads with supervision, focusing on basic targeting parameters.
- Assisted in finding new customers on Facebook through seeding strategies and basic engagement tactics.
- Supported the launch of Facebook Ads campaigns and monitored initial results to learn about performance metrics.

EDUCATION

2019 - 2024
MARKETING
HOA SEN UNIVERSITY

Course Work:
Digital and Social Media, Marketing, Account management, Business Planning, Marketing Strategies, Micro Economics, Services Marketing, Marketing Research, Brand Management, Media Strategy.

CERTIFICATIONS

Aptis B2 Certification in English

SKILLS

MICROSOFT OFFICE
Proficient in Microsoft Word, Excel, and PowerPoint for document creation, data analysis, and presentation design.

POWER BI & TABLEAU
Familiar with Microsoft Power BI and Tableau for basic data visualization and reporting. Capable of creating simple dashboards and visualizations to present data insights.

SQL
Familiar with SQL for basic database querying. Capable of writing simple queries to extract and manipulate data from relational databases.

CANVA
Proficient in using Canva to create visually appealing graphics and marketing materials. Able to design simple layouts for social media posts, presentations, and other promotional content.