



VÕ THỤC QUYÊN

MARKETING EXECUTIVE

ABOUT ME

I am a marketer with both business and creative mindset. Having ability to work under high pressure, inquisitive spirit and I CAN DO attitude.

Having passionate about exploring how to build brands with strong business growth. With my creative edge from copywriting experience, I hope to build brands and drive business growth with business-oriented disruptive ideas.

INFORMATION

-  06/07/1999
-  Bau Cat 2 Apartment, Ward 10, Tan Binh District
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EDUCATION

University of Finance - Marketing
Major: Marketing Management

SKILLS

- Copywriting
- Office Information Technology
- Design and video editing
- Researching
- Creativity

CAREER OBJECTIVES

- Trying the role of Marketing Executive or Brand Assistant positions in brands
- Seeking an entry-level position to begin my career in a high-level professional and challenging environment.
- Consolidating my Marketing knowledge and skills to achieve goals of the company and enhance the customer satisfaction
- Obtaining the Marketing/Brand Manager position in 5 years

WORKING EXPERIENCES

Mioto Viet Nam JSC. - Marketing Executive (Part-time)

6/2018 - Now

- Working independently with the role of content writer.
- Planning, making design ideas and implementing contents for brand's publications, include: Website, Fanpage, Blog, App notification. Increasing interactions by social campaigns.
- Supporting Marketing Manager in Affiliate Marketing campaigns and reporting the Digital Marketing data

Content Writer (Freelancer/Collaborator)

4/2018 - Now

Handling the ideation and creation of content in various fields for clients (SEO contents, blogs, fanpage posts, PR articles,...)

- **Lephong Bakery** - "Banh ngot nhung khong ngot" and Christmas Eve 2018 collection campaigns
- **DOLL EYES** - Be You Collection Launching and contents for fanpage posts.
- **BrandsKeter** - Working as collaborator. Researching for the keyword strategy and creating high-quality SEO contents,.

QUALIFICATIONS & AWARDS

Microsoft Office Specialist Certification

- Word 2013: 944/1000
- Excel 2013: 1000/1000

Euréka Scientific Research Student Award 2020