



NGUYEN MINH PHUONG (RICKY)

Marketing & Communication Specialist

ABOUT

I am a passionate, creative and responsible content creator, an adult whose heart always stays young, a mixture of a dreamy and realistic person. I am looking for opportunity to join a team with like-minded professionals & joyfully work together

My portfolio: bit.ly/rickyphuongportfolio

WORK EXPERIENCES

● MARKETING TEAM LEAD | APU INT' SCHOOL

Dec 2019 - Aug 2020, Danang

Managing work flow within the team (3 members)

Planning contents for Facebook, websites & other media channels

Coordinating all marketing campaigns with partner agencies

Producing creative contents: writings, videos, photos,...

Planning intergrated communication campaigns to recruit students with emphasis on digital marketing.

● INTERNAL COMMUNICATION OFFICER | SUN* INC

Oct 2018 - Dec 2019, Danang

Producing creative contents for Sun* media channels (text, videos, photos, offline publication, printed materials)

Event management: teambuildings, workshops, online events, gala dinners, company trips for 200+ pax

Reporting for the internal news publication

Assisted planning for company's new policies' implementation

Shooting videos & photos for events.

● CONTENT WRITER | BEAU AGENCY

Jan 2019 - Present, Freelance, Hanoi

Writing contents on orders: Facebook, landing page contents,...

● MARKETING OFFICER | APU INT' SCHOOL

Aug 2017 - Aug 2018, Danang

Producing creative contents for the school's media channels

Shooting videos & photos

● THE HAN HOTEL | GENERAL MANAGER

Aug 2016 - Sep 2018, Self-employed, Danang

Setting up the hotels operation systems & marketing systems

Creating The Han brand identity & setting up its branding guidelines

Participating in sales & customer service activities

General managing the hotel's operation

GENERAL INFORMATION

- D.O.B: 01 Dec 1994
- Phone: 0913 090 768
- Email: ricky.phuong.94@gmail.com
- From: Hanoi, Vietnam

EXPERTISE

- Social Media Management
- Content Writing
- Multi-media Content Producing
- Photography
- Event Management
- Digital Marketing

SKILLS

Writing for multimedia
(Vietnamese & English)



Photography



Graphic Design



Video Shooting & Editing



LANGUAGES

- English: Fluent
- Korean: Intermediate

EDUCATION

2014 - 2016

- RMIT University Vietnam, Hanoi.
Bachelor in Professional Communication

2012 - 2014

- Queensland University of Technology,
Brisbane, Australia

2009 - 2012

- The Olympia Schools, Hanoi

Phuong Nguyen (Ricky)
Email: ricky.phuong.94@gmail.com
Phone: 0913090768

To whom it may concern,

My name is Nguyen Minh Phuong, a Marketing Communication Specialist who is actively looking for opportunities to work in Ho Chi Minh City. Please find attached my CV, and the portfolio of the marketing & communications projects that I have completed here:

- CV: <https://bit.ly/rp2020resume>

- Portfolio: <https://bit.ly/rickyphuongportfolio>

After graduating from RMIT Vietnam with a Bachelor in Professional Communications, I have spent the last 4 years working in the field of Marketing Communications in various industries as well as participating in multiple freelance projects for agencies; hence, my solid expertise at *managing social media channels, plan & coordinate IMC campaigns as well as creating multimedia bilingual content (writing, video production, design, images) for different communication channels, and event organization skills*.

My strength lies in *Content Production* with excellent writing skills and visual materials producing skills including photography, videography, and basic design. I can proficiently use Adobe programs such as Photoshop, Illustrator and Premiere Pro. Furthermore, as stated above, I have coordinated multiple IMC campaigns *and managing various media channels* as most of my work experiences are on the clients' side. In terms of *Event Management*, I also had experienced organising and leading numerous events of different scales, including office-based internal activities to large-scaled commercial concerts.

Furthermore, the experiences living in many cities in Vietnam and around the world also helps me adapt very quickly in any environment, develop quick self-study skills, signify my flexibility and communication abilities, as well as provide me with teamwork skills and the ability to balance internal cross-team relationships to achieve the best work efficiency.

If I am given an opportunity, I believe I could be a strong addition to your team with my dedication, the urge to grow and my responsibility. Thank you for taking your time to review my profile. I am available at your convenience for interviews and job discussions and can be contacted via my email address at ricky.phuong.94@gmail.com and my phone number +84913090768.

Once again, thank you and I wish you a working day full of joy and happiness!

With warm regards,

Phuong Nguyen