



Thảo Hương

Content Marketing

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Thảo Hương · 3rd

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**National Economics University
(NEU) Vietnam**

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About

- ENFP
- Friendly, easy to adapt to new conditions
- Understand and get used to the pressures of working for new products

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Featured



ThaoHuong Blog

ThaoHuong

"Mẹ nhìn xuống chỗ mu bàn chân của tôi bị đôi dép lê màu xanh cũa sâu. Xương lộ cả ra ngoài vết thương trên chân tôi. Khuôn mặt mẹ méo xệch đi vì buồn bã ... Mẹ tháo đôi dép lê màu xanh ra khỏi chân tôi và đặt hai bàn chân tôi lên ... Continue reading...

Activity

85 followers



**Chị cho em xin JD vị trí Content
Marketing với ạ**

Thảo commented

Experience

UX Writer

Maritime Bank Vietnam · Full-time

 Sep 2019 – Mar 2021

· 1 yr 7 mos

Hanoi, Hanoi, Vietnam

- Build and develop concept for app in the way of storytelling and gamification
- Write UX copy
- Participate in interviews, synthesize and analyze interview results to come up with solutions to improve customer experience



Content Marketing

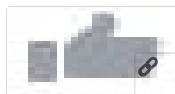
xper · Full-time

Mar 2019 – Sep 2019

· 7 mos

Hanoi, Hanoi, Vietnam

- Manage Fanpage Must do Vietnam: create content plan, write content, make simple videos
- Create app tutorial content
- Introduce, guide and support customers to use travel booking app



Marketing Staff

/ietiso

Aug 2018 – Jun 2019

· 11 mos

18 Tam Trinh, Hanoi, Vietnam

- Create content and images for marketing campaigns
- Create and run Email and Facebook Ads campaigns
- Write SEO content and blog about Technology - Travel - Food



Co-Founder

Minival vibe · Full-time

Jan 2018 – Dec 2018

· 12 mos

Hanoi, Hanoi, Vietnam

- Build minimalism fashion brand
- Develop product: find partners, select materials, research market trends
- Manage marketing activities

Marketing Staff

Designlover · Full-time

Sep 2017 – Jan 2018

· 5 mos

286 Nguyen Xien, Thanh Xuan, Hanoi

- Write advertising content on Facebook, Email, Website for UI/ UX Design course
- Write content for website, brochure, poster
- Participate in organizing workshops about UI/ UX design

Education

National Economics University (NEU) Vietnam



Natural Resources Economics

2014 – 2018

Volunteer experience

Communication Assistant

Actual career guidance program

2015 – Apr 2017 · 2 yrs

Social Services

Vice President, Editor

NEU Broadcast and Promotion Club

Oct 2014 – Dec 2016 · 2 yrs 3 mos

- Create plan and write content for podcast
- Manage editor team
- Participate in marcom activities for events at university

Skills & endorsements

Content Strategy

Presentations

Teamwork

Industry Knowledge

Market Research

Concept Development

Show less ^

Accomplishments

Projects

Chill Mate • Gabemo

2
v

Honor & Award

The first prize on making publication to celebrate on Student Union Day

1
v

Language

English

1
v

Interests

BAEMIN Vietnam (Woowa Bros.)



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12,836 members

Maritime Bank Vietnam



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Phuong Chi Do •3rd+

Reporting Analyst at Maritime Bank Vietnam

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Data analyst at Maritime Bank VietNam

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Nhat Mai Quy •3rd

Senior Software Development Engineer at Maritime Bank Vietnam

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Ngoc Nguyen •3rd

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People you may know



BE BA (My Nguyen)

Recruitment Specialist cum Admin at Milensea Retail

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Hien Tran

IT Recruitment consultant

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Khánh Linh Đỗ

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