

# VU THU HIEN

## MAKETER

(+84) 81585584  
thuhienvu92@gmail.com

## EDUCATION

**FOREIGN TRADE UNIVERSITY**  
*Bachelor of Business Administration*

## EXPERIENCE

### CONTENT MARKETING LEADER

*TECAPRO Technology Service Center - Hà Nội | Jul 2018 - Now*

Key member of Shophay.vn

#### 1. Create content

- Fanpage administrator: Manage and control the quality and quantity of articles, seeding from the content provider
- Write post for website
- Lead a group of 10 collaborators to making products description on website. Monthly quantity increases from 5000 to 15000.

#### 2. Product development

- Analyse and Propose new features to development team
- Maintain partners relationships to promote advertising campaign

### MARKETING EXECUTIVE

*The Olympia Schools (TOS) | Jun 2015 - Jun 2017*

#### 1. Make marketing plan

- Make marketing plan to enroll students for the new school year with other members on team
- Marketing team-leader of 3 summer camps (named Super Summer, Eureka, Utopia): make plan, create content and publications for parents and students

#### 2. Create content

- Create and manage daily Facebook posts, monthly email marketing
- Create advertising content to promote upcoming events or enroll students for the new school year
- Write article
- Make script for advertising video
- Take photos and Produce short videos for the events at school
- Leade a group of 3 people to produce Quarterly magazines: Creating ideas, making plan and getting things done on time. Getting high rated from managers and readers

## SKILLS

**Writing**  
**Photography**

**Design**  
**Move Maker**

