



MARKETING PORTFOLIO

KIET NGUYEN



HELLO, I'M KIET

ABOUT ME

I am a recent graduate with a Master of Science in Business Analytics, equipped with advanced skills in analytics. With a strong background in marketing, I bring a unique ability to bridge analytical insights with business strategy.

My goal is to leverage my skills to optimize marketing performance, uncover consumer behavior patterns, and drive measurable ROI. I am particularly drawn to roles in dynamic industries where marketing plays a viral role on creating values for business.

EDUCATION

CALIFORNIA STATE POLYTECHNIC
UNIVERSITY, POMONA
2023 - 2025
Master's of Science in Business Analytics

UNIVERSITY OF ECONOMICS, HCMC
2017 - 2021
Finance and Banking

TOMORROW MARKETERS ACADEMY
2020
Marketing Foundation

SKILLS

Digital Marketing Analytics
Event Coordination
Collateral & Branding
Data & Reporting

EXPERIENCE

CAL POLY POMONA COLLEGE OF
BUSINESS ADMINISTRATION
Marketing Analytics Assistant

L'OFFICIEL VIETNAM, 2022
Marketing Executive

ASIA COMMERCIAL JOINT STOCK BANK
Retail Banking Intern (Event Execution)

L'OFFICIEL VIETNAM

2022 - 2023

During my tenure at L'OFFICIEL Vietnam, the Vietnamese franchise of the esteemed French magazine, I undertook a multifaceted role that extended beyond traditional marketing duties due to the post-pandemic business environment. As one of Vietnam's top four magazines, L'OFFICIEL collaborates with an array of prestigious luxury brands, providing me with significant exposure and interaction opportunities.

Key Responsibilities:

- **Event Coordination:** Spearheaded the planning and execution of high-profile events, ensuring seamless collaboration with luxury brand partners.
- **Social Media Management:** Handled the magazine's social media platforms, developing and executing strategies to enhance online presence and engagement.

This role honed my skills in project management, client relations, and digital marketing, preparing me to thrive in dynamic and high-stakes environments.

**PROJECT
EVENT** **SOCIAL
MEDIA**

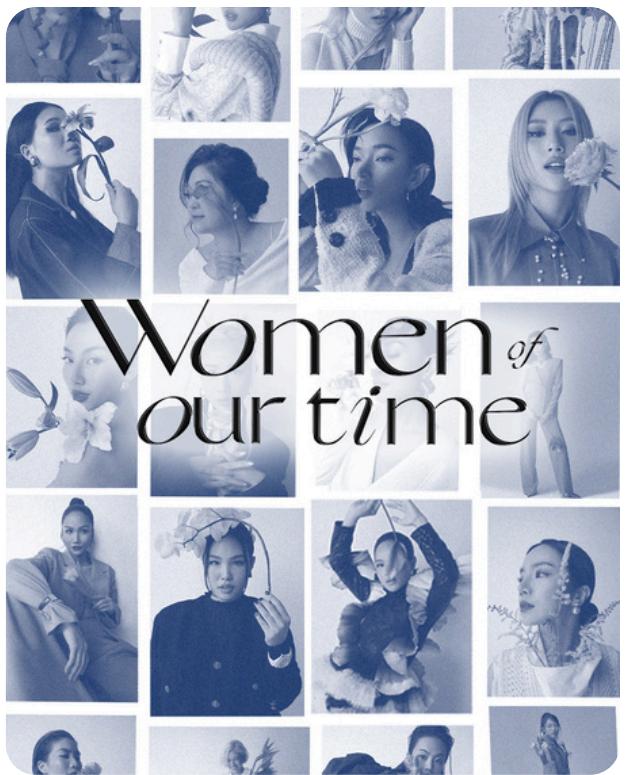
CAMPAIGN

PROJECT EVENT

These are four major campaigns that I have been involved with, each encompassing a series of activities. Alongside my team, I have participated in numerous competitions, award ceremonies, honoring nights, exhibitions, and more. My primary roles in these activities have included collaborating with suppliers and sponsors, as well as working with the internal team to achieve the desired event concept.

COORDINATOR





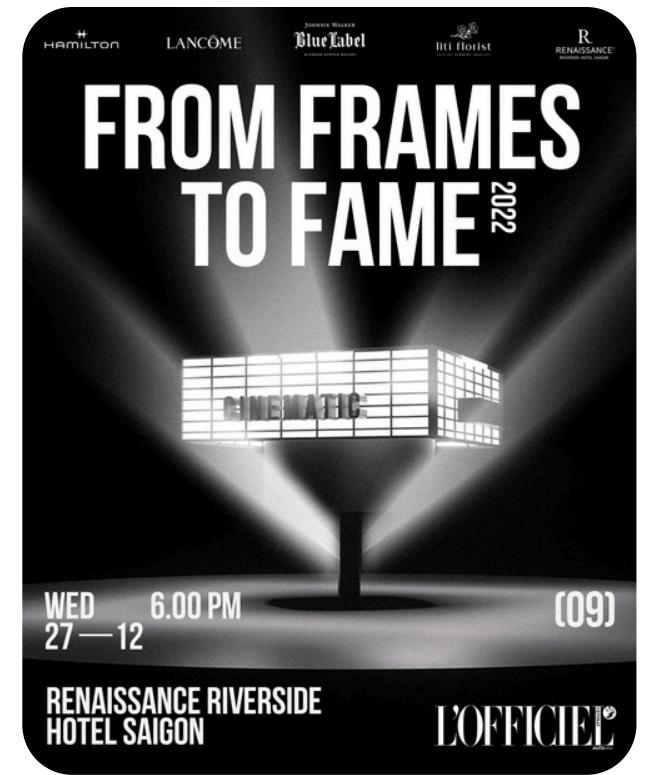
WOMEN OF OUR TIME 2021

My first project at L'OFFICIEL was WOOT 2021, where I led the creation of the sponsorship proposal for partner pitching. I also supported event execution by managing printing, catering, and leading the volunteer team. Additionally, I coordinated the 21-Women honoree list — contacting recipients, creating post-event content through social media posts and website articles. I also managed sponsor deliverables to ensure commitments were fulfilled.

Ô EXHIBITION, BEAUTY AWARD & PHOTOGRAPHY CONTEST



With the Ô series, I supported my supervisor during in-person interviews at photoshoots and captured backstage photos and videos for social media. I also handled sponsor quotations, coordinated with event suppliers, and managed on-site exhibition operations — including ticket sales revenue for the public and preparing financial reports for the accounting team.



L'OFFICIEL CINEMATIC 2022

With L'OFFICIEL Cinematic, I served as Content Lead, fully responsible for developing and executing communication plans to secure guest engagement and confirmations ahead of the event. I also managed supplier relationships (trophies, flowers, catering, invitations) and oversaw guest list accuracy by leading and monitoring the volunteer team.



STYLING

**PROJECT SOCIAL
EVENT MEDIA**

CAMPAIGN

CAMPAIGN MANAGER

This is the internal Christmas social media campaign where I first became a manager, planning and overseeing the entire campaign. I collaborated with artists, sponsors, and internal teams to produce a series of videos with diverse content and formats, including singing, interviews, mini game, outfit recommendations, and makeup tutorials.

The highlight of this campaign is that I successfully secured sponsorship from Lancôme Vietnam for product supply.



*Click on each image to watch the video.

SOCIAL MEDIA CAMPAIGN MANAGER

LANCÔME

WHEN WAS THE CAMPAIGN?	Christmas 2022. 
WHO I WORKED WITH?	Internal teams: designer, editor, account manager, finance staff; and 6 celebrity teams.
WHAT DID I DO?	Designed the full communication strategy for the campaign, directed 2 professional photoshoots , scripted creative content for each team, managed timelines, coordinated budgets, and secured sponsorships to expand reach.

**PROJECT
EVENT**

**SOCIAL
MEDIA**

CAMPAIGN

SOCIAL MEDIA

I began my career as a social media content creator before transitioning to other roles. During this time, I handled every aspect of the posts, from content creation and information generation to writing and layout design. After mastering the role and as our team grew, I assumed a leadership position and established guidelines for other members to follow. I determined appropriate content and provided guidance to ensure consistency across all platforms.

L'Officiel Vietnam Official
169K likes • 194K followers

Shop now Following Message

lofficielvietnamofficial
Following Message +2 more ...
6,209 posts 118K followers 104 following
L'OFFICIEL Vietnam
@lofficielvietnamofficial
Media/news company
Tiếng nói chính thống của Thời trang Paris và toàn cầu.
docs.google.com/forms/d/e/1FAIpQLSd_hFSANjJw2QBmR4afEv8cOg2WF0M6QtvxcX6Tk
Followed by thanhlaam, sydnxyp + 57 more

#LOEWE #twinflame tlinh x TIFFA... #TIKTOK #HERMES #SKIN_UNL... #PRIDE!

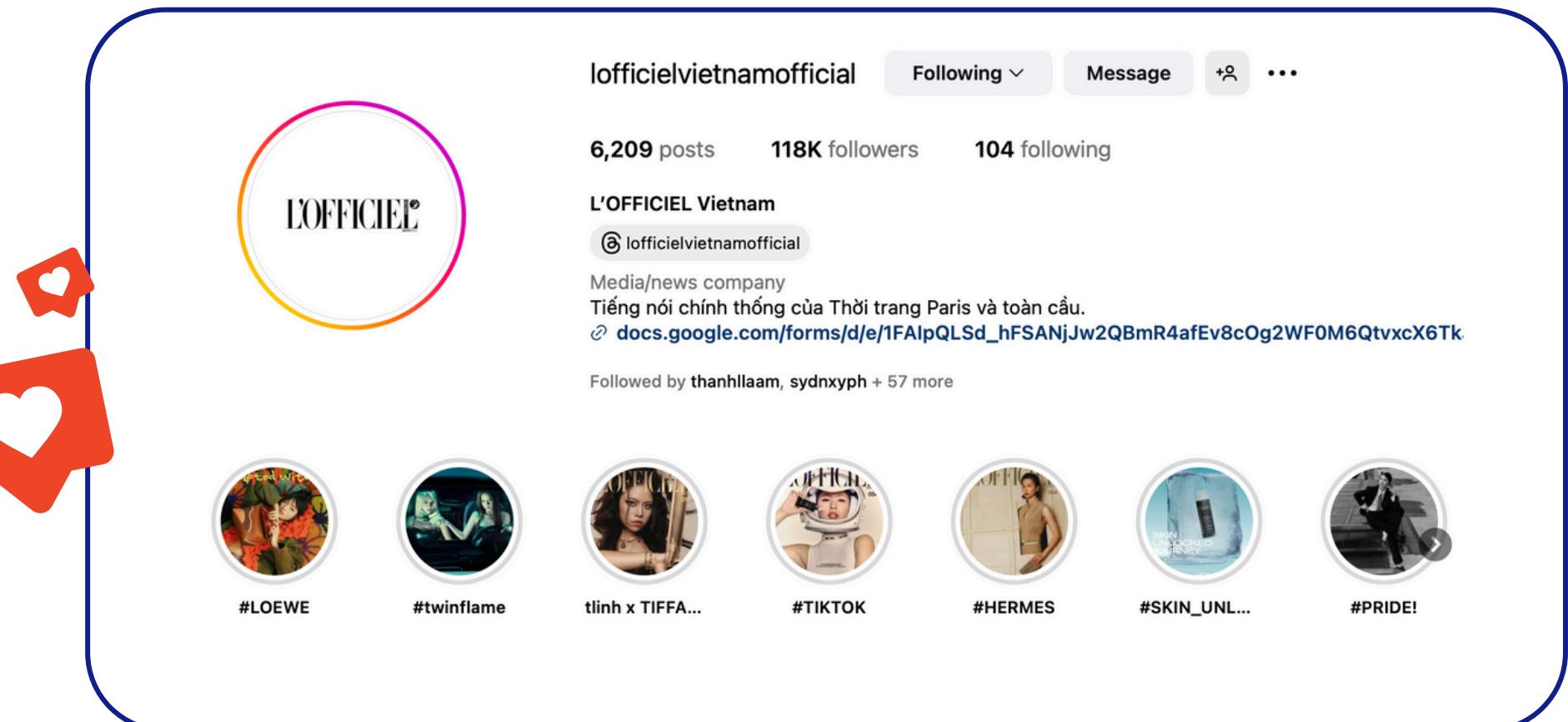
5 posts/day (including saturday and sunday)

1500+ POSTS/YEAR



3 posts/day (including saturday and sunday)

**180+ POSTS
FROM 2022/11
TO 2023/01**

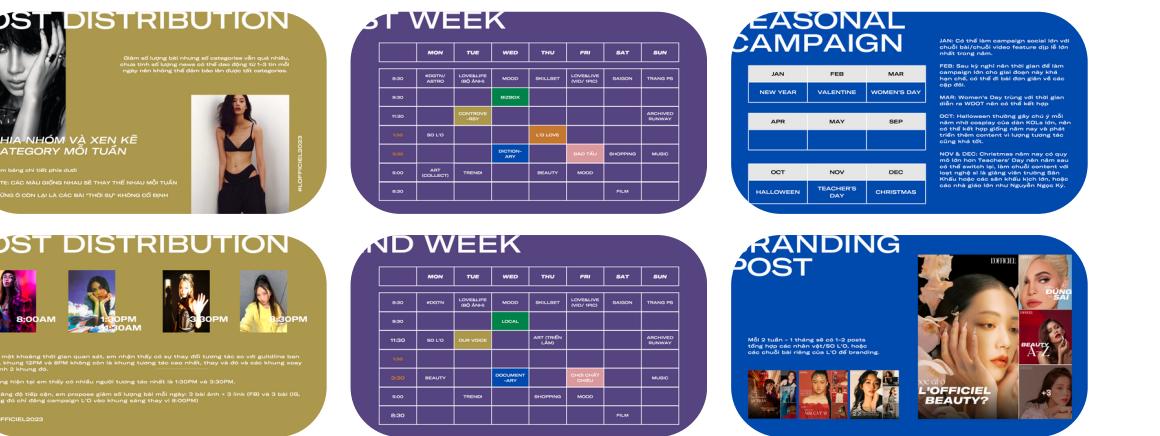
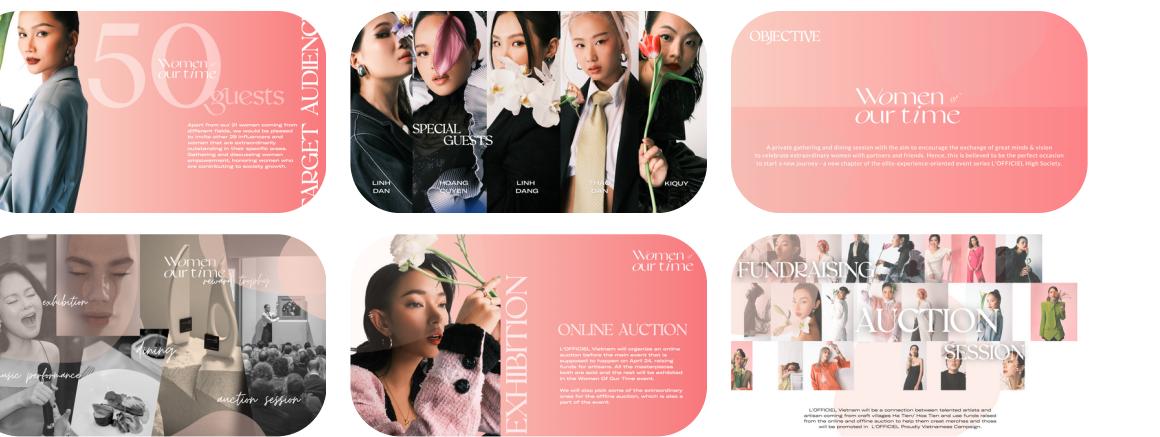


ADDITIONAL SKILLS

Our internal annual campaigns are a key channel for attracting sponsors and generating revenue. I was solely responsible for developing **sponsorship proposals** for most of these major campaigns throughout the year. In addition, I created **graphics and illustrations** for the majority of social media posts, ensuring consistent branding and audience engagement.

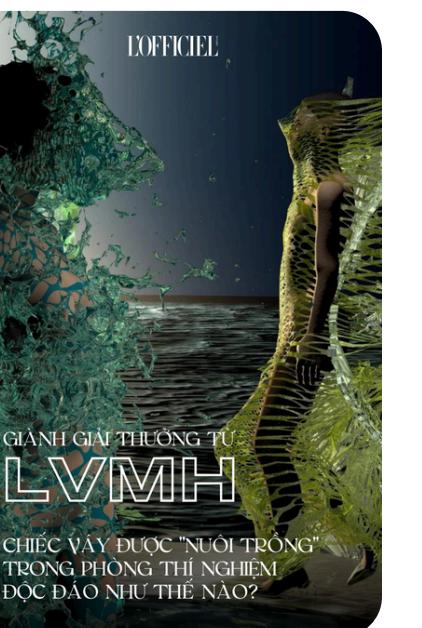
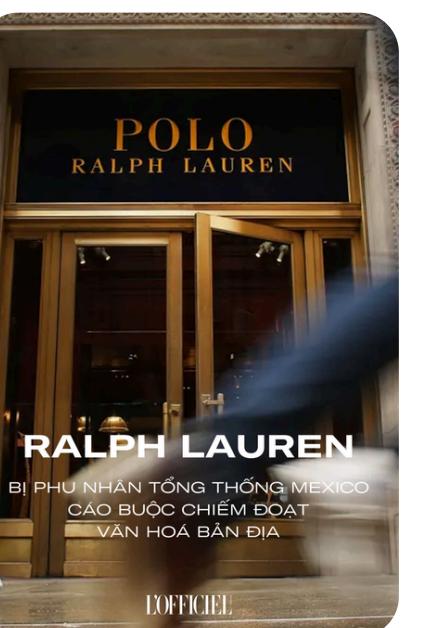
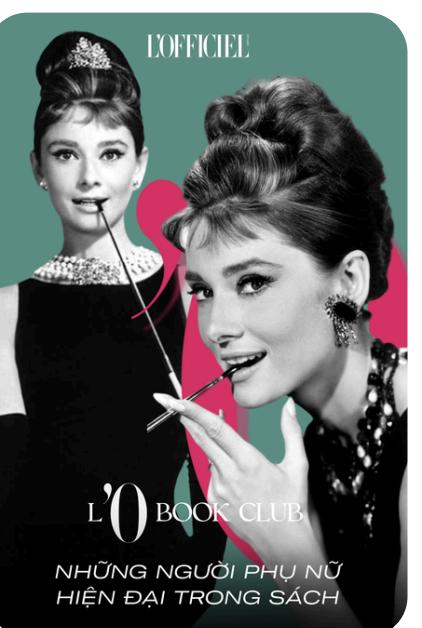
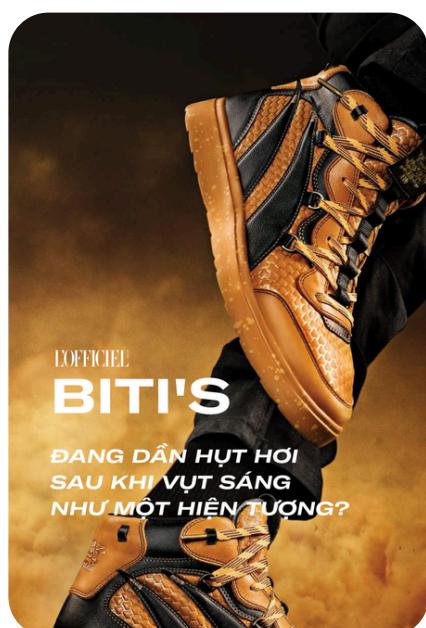
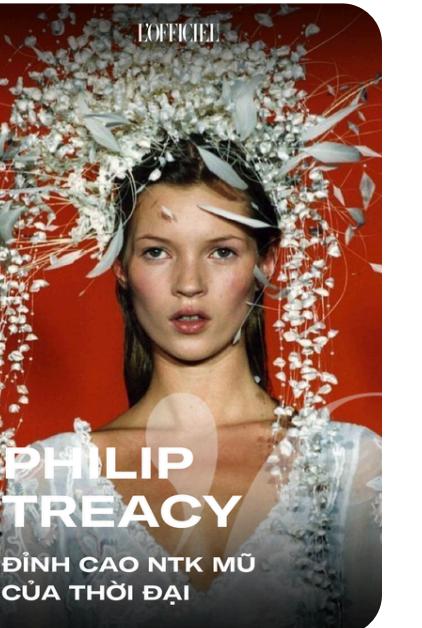
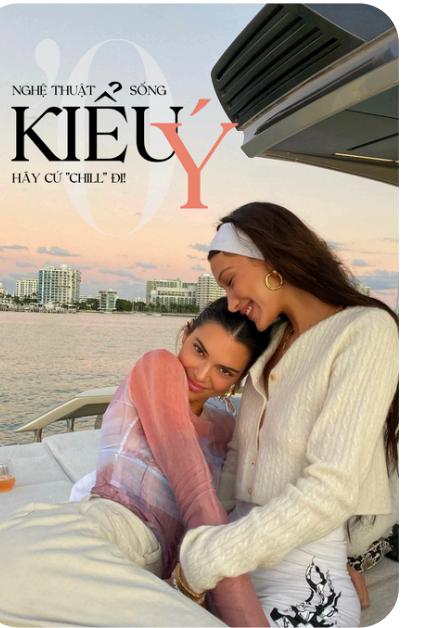
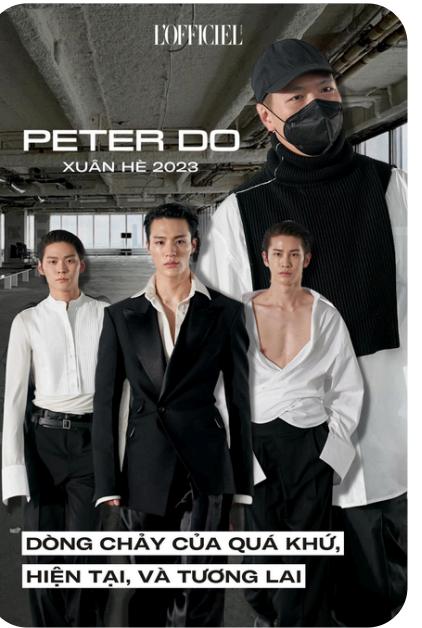
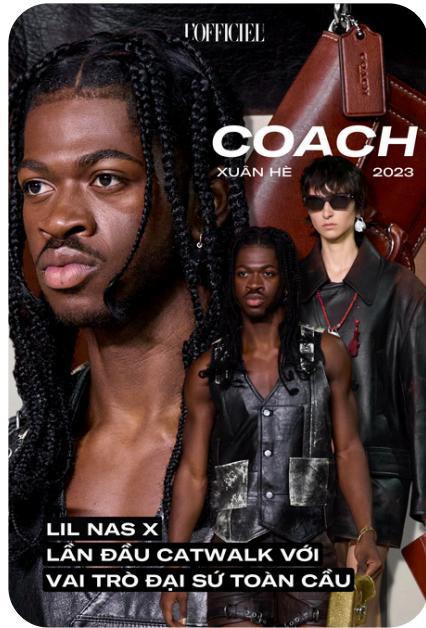
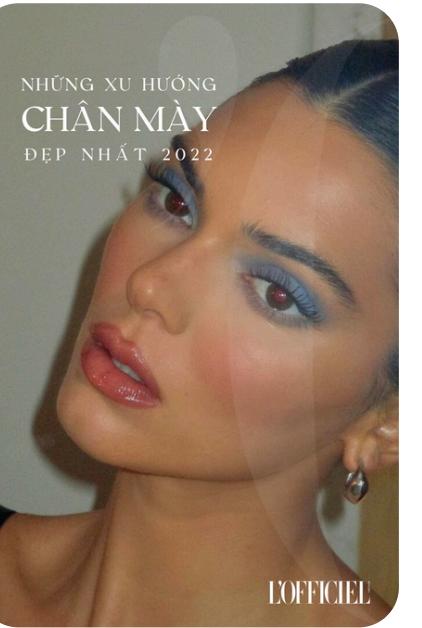
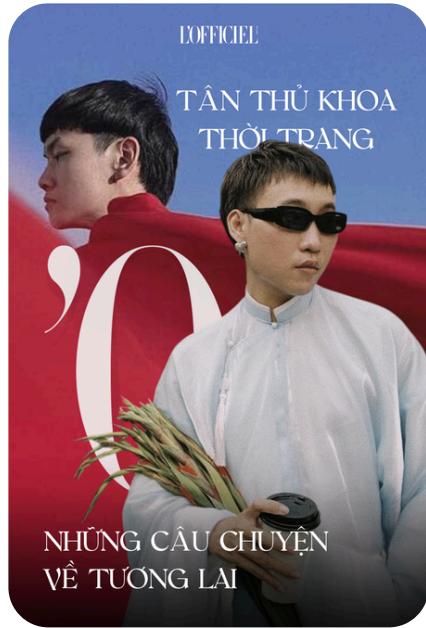
SWIPE FOR MORE.





2023 HIGH SOCIETY

FASHION



**LET'S
WORK
TOGETHER!**

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