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EXPERIENCE

DIGITAL MARKETING ASSISTANT

2018

Drive Products | July 2018- Present

Worked with product managers and advertising agency on strategy development and execution
Acted as a graphic designer to support graphical aspects for marketing collaterals & email communication
Managed social media channels including content development, advertisement, engagement, contests & CRM
Coordinated and oversaw logistics for events and tradeshow. Design, build and launch retention email marketing campaigns to drive conversions and engagement to company landing page and products.

SALE PROFESSIONALS

2017

Tiffany & Co. | Oct, 2017- Feb, 2018

Built and maintained relationships with clients enabling brand loyalty & exceeding customer expectations.
Acted as a point of contact between the company and high profile clients.

Responsible for product knowledge on fashion and fine jewelry

CLIENT MARKET AND BUSINESS DEVELOPMENT INTERN

2015

Deloitte. Vietnam | May 2015 - August 2015

Inspected possible errors in newsletter and promotional materials
Acted as point of contact between auditing team and clients.
Conducted research on competitors, market news and market trends to support business development team.
Participated in event planning and conference coordination for Deloitte. Vietnam's 25th Anniversary celebration.
Contacted over 50+ companies to coordinate and raise participation for the celebration event.

ASSISTANT MANAGER

2014

Vietabroader Community Grant | May, 2014- August, 2014

Managed multiple social media platforms to raise awareness towards social causes.
Conducted market research about social behaviours towards charitable donation and non-profit organization.
Worked with 10+ different universities in Vietnam to ensure promotional presence.



EDUCATION

BACHELOR OF COMMERCE, SPECIALIZED HONORS IN MARKETING

- York University | 2014 - 2018
- Cumulative GPA: 7.44/9; Major GPA: 7.56/9
- International Student Award for Academic Excellence in Fall/ Winter session 2016-2017
- York University Continuing Student Scholarship in Summer 2016/2017



PROFESSIONAL SKILLS

Google Suite



Social Media Coordination



MailChimp



Adobe Creative Suite



Microsoft Office



Wordpress

