



TRUONG NGUYEN KHANH HUYEN

MARKETING INTERN



[#portfolio](#)

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> ABOUT ME

A final-year Marketing student with a strong academic record and a solid foundation in marketing principles. Experienced in practical application through academic and personal projects. Eager to apply my knowledge, skills, and proactive learning attitude to a Marketing Intern position to contribute to the success of marketing strategies and the company's overall growth objectives.

> LANGUAGES

English

Chinese

> TOOLS

MS Office

Canva

Capcut

> SKILLS

Content Creation

Social Media Marketing

Communication & Presentation

Teamwork

> EXPERIENCE

🎯 TIKTOK CHANNEL DEVELOPMENT & GROWTH ('STUDY VLOG' NICHE) *Personal Project*

- Channel Link: [@_hocungvy]
- Researched TikTok trends, algorithms, and user behavior within the 'study vlog' niche.
- Produced 70+ videos (ideation, filming, editing with Capcut) documenting my Chinese self-study process, sharing tips, and providing motivation.
- Managed posting schedule, optimized titles, and used relevant hashtags to maximize organic reach.
- Implemented Affiliate Marketing after reaching 1,000 followers, generating passive income from related stationery products.

Key Achievements:

- Grew the channel to 5,800+ followers and 113,000+ likes.
- Produced 1 viral video (1.1M+ views) and 14 other videos with over 10,000 views each.
- Successfully generated passive income via Affiliate Marketing, demonstrating the ability to convert viewers into customers.
- Developed skills in video content creation, video editing, and social trend analysis.

🎯 THE GIOI TIN HOC CORPORATION *Marketing Intern*

Mar 2024 - May 2024

- Supported the company's exhibition booth; met with, advised, and collected customer information at the 'Vietnam International Electronics & Smart Appliances Expo 2024' held at SECC.
- Authored SEO-optimized articles for the company's camera products, focusing on keywords to improve search engine visibility.
- Conducted market research, analyzed competitor activities, and gathered data on new technology product lines.

> EDUCATION

🎯 HO CHI MINH CITY OPEN UNIVERSITY *Marketing*

2022 - Present

- GPA: 3.79/4.0 (current).
- Achievements: Awarded Merit Scholarship for 3/7 semesters.

🎯 PHAM NGOC THACH UNIVERSITY OF MEDICINE *General Medicine*

2017 - 2021

- This journey honed my analytical thinking, meticulousness, ability to work under pressure, and sense of responsibility before I identified my true passion and committed to pursuing the field of Marketing.