




PHUONG-THY NGUYEN

SENIOR SOCIAL MEDIA SPECIALIST

CONTACT INFORMATION

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 /nguyen-phuong-thy

PERSONAL SUMMARY

My key strengths include the ability to learn new knowledge quickly, and excellent communication skills which allow me to cooperate well in teamwork as well as to work independently. I am also a hard worker and I strongly believe that I could make an excellent contribution to your company.

SKILLS

- Good teamwork
- Strong leadership
- Content Marketing
- Time management
- Project management
- Understanding trends
- English for communication
- Excellent multi-tasking skills
- Adobe Premiere, Photoshop

WORK EXPERIENCE

MyConstant / Senior Social Media Specialist

Oct 2021 - Jun 2022

- Research analyzes the performance of social content and collaborates with the internal team on future content decisions
- Plan, oversee and report social media content periodical (weekly/monthly/quarterly)
- Develop, implement and manage social media strategy to achieve committed KPIs within budget
- Creative and design content (visual, video,..) for social platforms to ensure content is informative and appealing
- Assigns work for a small team of Social Media members

POPS WORLDWIDE / Marketing Specialist

April 2019 - July 2021

- Manage, grow and optimize ad costs on multiple social media accounts
- Monitor and analyze industry trends and prepare periodical reports about the marketing
- Plan marketing strategy for new projects, continuously monitor the progress, and prepare assessments upon project closure
- Plan and create videos/images weekly content based on the channel's data and the trending topic at that moment.
- Collaborate with other teams in video productions for partners

Onbrand Corporation / Marketing Team Leader

April 2018 - April 2019

- Create advertising and promotion activities
- Be in charge of the content, social media campaign
- Develop and manage sales and marketing budgets
- Research, analyze, and survey the market, customers

CUMMINS DKSH VN/ Administrative Coordinator

March 2017 - April 2018

- Manage cost of buying local component and collaborate to ensure cost efficiency...etc
- Manage work-related costs of team

EDUCATIONAL BACKGROUND

University of Economics Ho Chi Minh City

Business Administration / 2020 - 2021

AIM Academy

Event Management EM12 / 2017 - 2018

College Of Foreign Economic Relations

Business Administration /2014 -2017