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SUMMARY

Passionate and oriented towards marketing with constant efforts to improve professional capacity. This is proven through the process of attending courses on background knowledge; solving case studies; specialized seminars; participating in marketing contests and taking intern opportunities to hone knowledge and skills, all with a view to becoming a marketer.

EDUCATION

FOREIGN TRADE UNIVERSITY

2020 - 2024

Bachelor's Degree in International Economics

- Foreign Trade University Campus II.
- Specialized subjects in the field of marketing: Fundamental Marketing, Global Marketing.

MARKETING COURSES

2020 - 2022

- Marketing foundation - Tomorrow marketer academy: equipped with the fundamental knowledge of marketing: brand marketing, trade marketing, digital marketing, etc and dig dive through real case studies.
- Data analysis - Tomorrow marketer academy: provided knowledge from theory, and mindset in the data analysis process to apply it to aspects of business such as digital marketing, sales, finance, etc.
- Other marketing courses - Brands Vietnam: Trade Marketing Interview, Passport to Marketing, Brand Essentials for Growth - trained knowledge areas of marketing through the sharing of lecturers about real case studies.

PROFESSIONAL EXPERIENCE

T&A OGILVY - CREATIVE AGENCY

STRATEGIC PLANNING TRAINEE

February - August 2022

- Implemented research for all briefs from clients: Unilever, Pernod Ricard, VP Bank, Unicef, etc.
- Conducted surveys based on which the thought process for marketing campaigns is devised.
- Proposed directions for all campaigns of brands above to accomplish various objectives such as: raise awareness, gain attention and brand love, market differentiation for brand image, raise sales, recruit new users, etc.
- Collaborated with the creative team to guarantee consistent ideas for the marketing campaign and achieve the client's objectives.
- Made presentations for all marketing campaigns above and won briefs from global clients to local clients.

CURRICULAR ACTIVITIES

CREATIO - MARKETING CLUB

November 2020 - Present

STRATEGIC PLANNER

Marketing Arena 2021 contest project

- Constructed the contest format, training contents and test questions based on sponsor briefs; worked with specialists and sponsors to ensure the professional quality of the contest.
- Attracted more than 700 teams participating in the contest and gained over 1000 views on the grand finale.

First Event project - annual professional seminar on marketing

- Took charge of the format, content and coordinated with the speaker to ensure the professional quality of the seminar.
- Acquired nearly 500 participants in the seminar and received positive feedback from participants and leading marketers.

AIESEC - GLOBAL VOLUNTEER

August - December 2020

- Planned effective communication strategies on social media by researching the target audience of the program.
- Successfully reached the target audience of 1000 and recruited 200 participants.

YOUTH UNION - "CÁN BỘ ĐOÀN GIỚI" CONTEST

September - December 2021

- Managed a team of 12 members responsible for communication-related affairs from online to offline channels.
- Appealed to more than 1500 students, generated an average interaction of 100 for every Facebook post.

AWARDS

- Clinched the title The Most Impressive Team in the Global Volunteer Project. **December 2020**
- First Prize in Internalatio Contest - the marketing case contest held by Creatio - Marketing club. **April 2021**
- Top 06 - The Valiant Marketer competition held by MaC - FTU Ha Noi **August - 2023**
- Top 30 - Unilever future leader league competition held by Unilever corporation **September - 2023**