



HUYNH PHAM KIM NGAN

Marketing Intern

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About me

I am a 4th-year student majoring in Digital Marketing. My goal is to apply my knowledge of Digital Marketing to contribute to the company's success. I am knowledgeable in using AI in my work. I am eager to continuously learn and develop new skills to become a highly skilled and specialized professional.

Education

Ho Chi Minh University of Banking

Major: Digital Marketing
2021 - 2025

Academic Encouragement Scholarship

Semester 1
2023

Skills

Hard Skills:

- Language: Elementary English
- Computer: Microsoft Excel, Word, Powerpoint
- Editing: Canva, Capcut, Adobe Photoshop
- Digital Marketing, Writing

Soft Skills:

- Detail-oriented
- Communication, Teamwork
- Logical thinking

Certificate

Microsoft Office Specialist 2016
2023

Portfolio

[Link Portfolio](#)

Experience

Marketing Intern

09 - 10/2024

DATACENTERS

- Create a detailed plan for fanpage content.
- Write content for the company fanpage, including content seeding, Facebook reels video
- Link: [Link](#)

Extra Curricular

The Valiant Marketer 12

07 - 08/2024

Competition of Marketing hosted by Marketing Club - FTU

- Team leader, responsible for creating timelines and motivating team members to follow through
- Facilitating connections between team members and mentors, assigning tasks to be completed.

Projects

○ Search Engine Optimization

01 - 02/2024

- Creating content, keyword analysis for the web
- Performing off-page and on-page SEO
- Indexing the webpage
- Project link: [Link](#)

○ Project: Video Marketing

06 - 07/2024

Role: Member

- Participated in analyzing the social media landscape, target audience, and developing a master plan. Created scripts for viral TikTok videos.
- Project link: [Link](#)

○ Project: DOVE SERUM

07 - 08/2024

Role: Leader

- Research and implement IMC Plan for DOVE SERUM
- Responsibilities: Research, competitor and brand analysis, developing marketing plans and keyhooks, design
- Project link: [Link](#)