



# HUYNH PHAM KIM NGAN

Marketing Intern

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## About me

I am a 4th year student majoring in Digital Marketing. I am a fast learner and keep abreast of trends. I have a strong background in Marketing and office computing skills. I have also managed social media pages and created content. I am a responsible individual in my work.

## 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
- Research, Creativity
- Writing

Soft Skills:

- Problem-solving, Detail-oriented
- Project management
- Teamwork, Working under pressure

## Certificate

### Microsoft Office Specialist 2016

2023

## Portfolio

[Link Portfolio](#)

## Experience

### Content PART - TIME

04 - 05/2024

Bestxaydung.com

- Optimize image content by adding keywords
- Create content based on existing keywords

## 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 member to follow through
- Facilitating connections between team member and mentor, 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](#)