



# HUYNH PHAM KIM NGAN

## Marketing Campaign & Project Intern



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## About me

I am a third-year student majoring in Digital Marketing. I am interested in marketing planning, data analysis, and managing social media channels. I am a fast learner and keep abreast of trends. I consider myself responsible and enthusiastic in my work.

## Education

### Ho Chi Minh University of Banking

Major: Digital Marketing

2021 - 2025

### Academic Encouragement Scholarship

Semester 1

2023

## Skills

Hard Skills:

- Research, Creativity, Data analysis
- Editing: Canva, Capcut
- Language: English (Reading, Listening)
- Computer: Microsoft Excel, Word, Powerpoint

Soft Skills:

- Digital Marketing, Project management
- Working under pressure
- Problem solving
- Critical thinking, Adaptability

## 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

### Marketing On Air 2023

10/2023

Competition of Marketing hosted by Marketing MGC Club - NEU

- Team leader, connect and assign tasks to team members
- Selecting a subculture, guiding the team in conducting research, and developing insights and the big idea.

## Projects

### Project: CHINSU

03 - 04/2024

Role: Member

- Research and implement IMC Plan for CHINSU
- Responsibilities: Research, analyze target audience profile, design content
- Project link: [Link](#)

### Google Merch Shop Data Analysis

09 - 11/2023

- Analyzing Key Metrics from Google Merch Shop Data
- Tool: Looker Studio
- Project link: [Link](#)

### Project: SAMSUNGxYOU

10/2023

Role: Leader

- Research and Implement IMC Plan for SAMSUNG
- Responsibilities: Creative Idea, Insight, Big Idea, Develop Strategies for Each Communication Channel
- Project link: [Link](#)