



# THE FREDS

MARKETING INTERN

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Portfolio

## PROFILE

Hi, I'm The Hoang Tran, you may be wondering what my name means, it's simply 5 acronyms: Fulfilled, Enjoyable, Respectful, Disciplinary, and last Simple.

Those are the 5 criterias for me to work on and apply it to design my dream life. Honestly speaking, I am a minimalist, what I always focus on is values, doing the most core things with the high standard. In Marketing too, I won't try to do a lot of fancy things, instead of implementing the ideas that meet people need.

## EDUCATION

2020 - 2024

### UNIVERSITY OF ECONOMIC AND FINANCE

I am currently finishing my university curriculum and am looking for an internship opportunity.

I learned a lot here, not just about specialized knowledge but also about life lessons. Soft skills are what I engage the most; through the topics, I develop critical thinking, problem solving, and, most significantly, communication skills.

2021 - 2022

### FPT ARENA MULTIMEDIA

I recently finished two-term curriculum here, and I spend the most of my time in the domain of UI Design, especially for the Website field. Beside that, I have experience with coding because all projects are built after having Sketch and Design.

In addition, for the past time, I have been self-studying and arming myself with knowledge regarding UX Design.

## GOALS

Continuously improve and apply skills to work effectively, problems solving smoothly to bring more value.

Within three months, I will try my best to learn and be able to understand quite firmly knowledge domain after the training process, be able to work independently and propose ideas and strategies. My goal in three years I will take the head of department role and 5 year latter hold the strong mindset and skills of a CMO in hand.

Increase company revenue by effective marketing strategies with minimum cost even at No-cost but still maintain standard work performance.

## WORK EXPERIENCE

2023 - Present

### NAUCode - Product Growth

NAUCode is a team specializing in consulting and providing solutions for Business Owners on Mindset and strategy comprehensively in Digital Product Management.

Here I learned effective and flexible working skills. I have been trained a lot in teamwork skills, problem solving skills, presentation skills and a standard mindset in making products and Growth.

Growth for NAUCode:

- Strategic planning in development and on Teams and on Branding of Teams;
- Building community: focus on direct to customer, retain new customers and find new customers with similar characteristics as existing customers.
- Building Lead Magnets: increasing customer touchpoints through strategy building, from leveraging platforms and stakeholders
- Partnership: Collaborating with organizations to disseminate the Vietnam Citizen Developer education program to organizations (Educational Institutions, Organizations, Enterprise)

## AWARDS

First prize in the innovation startup competition 2021 at UEF for the project "Bags made from coffee grounds".

The Second prize Idea2Business International Competition 2021.

Top 20 in Momo Competition - Product Management.

## PROJECTS - PRACTICING ACTIVITIES

Jan 2023

### PRODUCT EVANGELIST CAMP

The PEC Camp is a place where all members camp together, sharing valuable experiences during the time of making products.

Then we were divided into groups to build product, we just had 5 day to run the Sprint and here is my team's Use Case.

[Read The Case Study](#)

## SKILL SETS

During my works, I studied and completed the duties, during the process I honed the following Skills:

Marketing:

- Planning and Strategy

Graphic Design:

- Adobe Photoshop
- Adobe Illustrator

Digital Product Design

- Figma
- HTML
- Css
- Wordpress

Otc - Dec 2022

### PRODUCT MANAGEMENT TRAINEE

The project was completed within 7 days to submit to Zalo in the application contest for the position of PM Trainee, but I still failed.

After that I spent a month correcting my mistakes and accomplishing this Case Study.

[Read The Case Study](#)

Jun - July 2022

### PRODUCT MANAGEMENT CHALLENGE

The Momo's competition occurred in one month, that was so interesting and insane.

Although i failed, I learnt a lot of lessons which initiated my journey in Product field.

[Read The Case Study](#)

Apr - Sep 2022

### USER INTERFACE DESIGN

Two recent projects that I completed, one Individual Project and one Team Project. All these projects are conceptualized then sketched, then designed and finally built.

Individual Project

Team Project

2020 - 2023

### ASSIGNMENTS FROM UNIVERSITY

During my schooling, my teammates and I have completed projects. I highly appreciate this because we have done it with the best effort.

Marketing Management | Retail Management | Brand Management | Service Marketing

Thank You! That Is My Curriculum Vitae So Far