



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, I want to do marketing cleverly, even with no-cost.

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. The goal in three years will take the head of department role and 5 year latter hold the mindset and skills of a CMO in hand.

Increase company revenue with effective marketing strategies with minimum cost even No-cost but at the same time 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 days to run the Sprint and here is my team's Use Case.

[Read The Case Study](#)

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](#)

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

Thank You! That Is My Curriculum Vitae So Far