



# TRAN THI KIM NGOAN

## MARKETING EXECUTIVE

### CONTACT

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- Ho Chi Minh City

### EDUCATION

#### TON DUC THANG UNIVERSITY

Bachelor of Marketing 2021 – 2025

GPA: 8.2

#### Relevant Courses:

- Marketing Strategy | GPA: 8.9
- Advertising Management | GPA: 8.6
- Event Management | GPA: 8.5
- Digital Marketing | GPA: 9.5

### SKILLS

- Content Ideation
- Social Media Management
- Video Editing
- Project Coordination
- Effective Communication
- Critical Thinking
- Event Coordination

### CERTIFICATIONS

- Student Scientific Research | 2024
- English B2 | 2023
- Digital Marketing | 2021
- Microsoft Office Specialist | 2021

## PROFILE SUMMARY

Digital content marketer with **1 year of experience in social media content marketing** and social-first storytelling. Skilled in planning and building content strategies, creative ideation, short-form video editing, and day-to-day social media management. Seeking a Marketing Executive role to grow engaged audiences and turn them into measurable business results.

## WORK EXPERIENCE

### Social Media Executive

Jul 2025 – Dec 2025

MIA Studio

- Developed a content plan and publishing calendar for on-air TV dramas for YouTube and Facebook.
- Ideated and edited 280+ YouTube Videos –trailers, scene cuts, social promos, and BTS—for in-release films, driving 1.7M+ views and 1,000+ new subscribers.
- Planned and launched 3 episodic series on YouTube—covering content calendar, thumbnails, SEO metadata, and scheduling.
- Captured on-set derivative content for upcoming titles.

### Content Intern

Oct 2024 – Apr 2025

YeaH1 Edigital

- Produced social-media content for the TV show “Chi Dep Dap Gio” including ideation, reel and image editing, and caption writing.
- Updated news on artists and trending topics across social platforms (Facebook, TikTok, Threads) to boost engagement.
- Reported and analyzed social performance metrics across platforms.

## ACTIVITIES AND PROJECTS

### Event Coordinator

Mar 2025

ANH TRAI VUOT NGAN CHONG GAI CONCERT | DAY 3 & 4

- Prepared, inspected, and arranged merchandise according to the stage layout and instructions from the organizing team.
- Assisted in welcoming and escorting artists and VIP guests.
- Handled unexpected situations involving attendees.

### Team leader

Nov 2021 – Dec 2023

MARKETING CLUB | TON DUC THANG UNIVERSITY

- Planned and created academic and social content on Facebook; participated in producing promotional materials (photography and videography) for the club.
- Contributed to planning and coordinating over 5 events, including competitions and seminars.

## REFERENCE

### Quan Nguyen

FPT Play / Social Strategist

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