



# DUONG NGOC HONG NGAN

## MARKETING INTERN

### My Portfolio

I am a marketing enthusiast who is eager to learn and grow in the field of marketing communication. I have also gained hands-on experience in creating and managing marketing campaigns for various projects and events at my university. I can define myself as a responsible, neutral and creative person.

- ✉ dnhongngan96@gmail.com
- 🏠 Lien Chieu District, Danang
- 📞 0902 106 275
- 🌐 [Linkedin.com/in/hongngan6302/](https://www.linkedin.com/in/hongngan6302/)

### OBJECTIVES

- **Short-term:** Looking for an opportunity to join an experienced team as a Marketing Intern and assist in building efficient strategies to promote sales.
- **Long-term:** After 3 years, I aim to become a Marketing Executive in planning communication's strategy and branding.

### EDUCATION

2020 - 2024  
Danang University of Economics  
Major: Marketing Management  
**GPA: 3.23**  
MARKETING MANAGEMENT Module - 2020  
CONSUMER BEHAVIOR Module - 2021  
BRAND MANAGEMENT Module - 2023

### SKILLS

- Soft skills like communication, teamwork and problem solving skills.
- Photo and video editing (Adobe Ps, Lr, Pr)
- Design (Adobe Ps, Ai)
- Proficient in English with an **IELTS 6.5**

### REFERENCE

Luu Thuy Nhu  
Marketing Manager of Obox Group  
Email: [luuthuynhu172@gmail.com](mailto:luuthuynhu172@gmail.com)  
Phone number: 077 444 3013

### CERTIFICATES

- Basic informatics Certificate
- Advanced IT Applications Certificate
- Third Prize of Branding Contest 2023

### JOB EXPERIENCES

#### ● HOME ENGLISH - MARKETING INTERN

**01 - 04/2024**

- Planning and executing creative content on Home English Fanpage, which contributed to increasing followers from 155.600 to 156.000 within 4 months.
- Planning and organizing 5 workshops of Home English, attracting more than 100 people. This number has doubled compared to 2023.

#### ● EBEST ENGLISH - MARKETING INTERN

**08 - 11/2022**

- Answering customers' questions on Ebest's fanpage with information about courses, with 3 students a week agree to study.
- Searching for new customers on Online platforms, about 20 students a week.
- Researching and studying customers' insights, customer data and analyzing the social media marketing campaigns' results.
- Creating content posts for Ebest's social media platforms. Fanpage, Instagram and Website (Vietnamese and English), increasing the followers from 19.800 to 20.000.

#### ● OBOX GROUP - SELLER AND DESIGNER INTERN

**04 - 07/2021**

- Learned editing softwares: Ai, Ps.
- Found ideas to design products (80 ideas a month), using Pinterest, eBay, Amazon,...
- Designing based on ideas (10 designs a month) with Ai, Ps.
- Supporting in communication campaigns (8 posts a week).

### EXTRACURRICULAR ACTIVITIES

#### ● THE SECRETARIAT - UNION COMMITTEE OF UNIVERSITY OF ECONOMICS - UNIVERSITY OF DANANG | 03-12/2020

Leader of a "Spring Volunteer 2021"

- Leading a sales team to generate funds for this campaign through flower, old clothes and fast food sales.
- Directly working with suppliers, looking for sales location for such activities, then raising 8.000.000 VND within 3 days.

#### ● DUET - ADMISSION AND COMMUNICATION TEAM OF UNIVERSITY OF ECONOMICS - UNIVERSITY OF DANANG

**Member of Media Team**

- Brainstorming creative ideas, content and designing for DUET Fan Page & Group, which contributed to raising its followers from 1.000 to over 1.500 within a year.
- Planning and executing more than 10 events with over 300 attendances.