

“ A full-stack junior digital marketer with solid experience managing marketing funnel. I am adept at developing and executing end-to-end digital strategies, from creating compelling video content to optimizing PPC advertising , SEO performance , and conversion rates. Seeking an internship / entry-level opportunity in the industry, located in Ho Chi Minh City ”

EDUCATION

Jan 2021 - Jan 2023	+ MSc Digital Marketing with Merit (GPA: 3.3) University of the West of England, Bristol Dissertation: Understanding on the influence of Durex’s social media content on consumer’s purchase intention and Durex’s Brand Equity
Sep 2019 - May 2020	+ BA (Hons) Business and Management with Upper Second-Class (2:1) (GPA: 3.3) University of the West of England, Bristol Dissertation: The impact of terrorism on tourism and events in the EU
Sep 2016 - Sep 2019	+ Business Administration (GPA: 3.7) HCM International University

WORK EXPERIENCE

Mar 2024 - May 2025	+ Content Creator at Vietcentric, a Vietnamese Cooking Class https://instagram.com/vietcentric <ul style="list-style-type: none">+ Developed and executed content strategy (with Notion AI) for Instagram, boosting organic reach by 30% over 12 months.+ Created and published 3+ pieces of original, high-quality content (using Gemini for ideas and CapCut for creation) weekly, directly contributing to 300+ growth in followers counts for the past 12 months.+ Conducted research into user behavior and content performance through A/B testing, using insights to inform and optimise future content strategy.
	+ Cooking Class Instructor & Host (Part-time) <ul style="list-style-type: none">+ Greeted and onboarded an average of 6 participants per class, fostered a strong sense of community among guests, leading to 6% return booking rate, increased word-of-mouth referrals.+ Proactively solicited participant feedback via direct engagement and post-class messages, directly informing the development of 2 new recipes and 3 innovative class formats.+ Efficiently managed class logistics for groups of 6+, ensuring a seamless and practical cooking environment, fostering a collaborative and enjoyable atmosphere that directly contributed to receiving 10 five-star reviews on Google Maps for exceptional guest satisfaction.
Jun 2020 - Mar 2021	+ Digital Marketing Specialist at Artbook, Ho Chi Minh https://www.facebook.com/artbookvn/ https://artbook.com.vn/?view=en <ul style="list-style-type: none">+ Utilised Facebook as the main channel to drive traffic to the website, increase conversion rates from 2.5% to 4% without increasing budget.+ Wrote engaging content for online advertising and website, maintained Cost Per Click (CPC) at 1\$.+ Conceptualised an Automatic Chatbot for the website to assist customers in accessing products and answering their enquiries. Increase messages processing to 200+ per day, achieving decreased customer wait times.+ Set up and conducted Google Analytics of website traffic, social media performance, and sales data to work closely with website team. As a result, improve on-site SEO performance including maintained page speed at maximum 2 seconds, bounce rate improved to below 60% and increase monthly traffic by 20%
Oct 2016 - Aug 2019	+ Co-Founder Humans of HCMIU https://www.facebook.com/humansofhcmiu/ <ul style="list-style-type: none">+ Promoted and raise awareness of the fanpage, without utilise FacebookAds, which led to a gain of 1,000 organic followers within the first month.+ Unified a team of 10 volunteers to curate vibrant and meaningful stories of students, faculty, and staff members.+ Reviewed and edited daily content under deadline pressure, successfully delivered in 24hrs. On average, each post garnered an organic reach between 2000 to 2500 views.+ Implemented a strategy to remind everyone of the humanness and compelling people to engage with. As a milestone, the project received over 5500 organic followers without spending money on advertising.

SKILLS & INTERESTS

Languages :	Fluent English and Native Vietnamese
Technical :	Proficient AI Tool (Gemini for ideas, Notion for planning, Canva for rapid content creation), Microsoft Office. Adobe Illustrator, Premiere Pro, Capcut, FacebookAds, Google Analytics 5, WordPress (CRM)
Techniques:	Pay-per-click Advertising (PPC), Converstion Rate Optimisation (CRO), Copywriting
Interest :	Avid reader, Photography, Edit Video