

⚡ Energetic and passionate Digital Marketing students with strong experience in story telling content, design and use analytics to deliver effective ads/reach strategy. Seeking an internship / entry-level opportunity in the industry ⚡

EDUCATION

Jan 2021 - Jan 2023	+ MSc Digital Marketing with Merit <a href="#">University of the West of England, Bristol</a> 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 (Top Up) (2:1) <a href="#">University of the West of England, Bristol</a> Dissertation: The impact of terrorism on tourism and events in the EU
Sep 2014 - Sep 2019	+ Business Administration (GPA: 68) <a href="#">HCM International University</a>

WORK EXPERIENCE

Mar 2024 - May 2025	+ Social Media Content Creator at Vietcentric <a href="https://instagram.com/vietcentric">https://instagram.com/vietcentric</a> <ul style="list-style-type: none"><li>+ Developed and executed a comprehensive social media content strategy for Instagram, boosting organic reach by 30% over 12 months.</li><li>+ Created and published 5+ pieces of original, high-quality content (incl. daily stories, reels, posts) using CapCut and Premiere Pro weekly, directly contributing to 27% growth in follow counts for the past 12 months.</li><li>+ Implemented A/B testing for ad creatives and organic post captions, which directly informed content optimisation.</li></ul>
Aug 2023 - May 2025	+ Cooking Class Instructor & Host <ul style="list-style-type: none"><li>+ 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.</li><li>+ Proactively solicited participant feedback via direct engagement and post-class messages, directly informing the development of 2 new recipes and 3 innovative class formats.</li><li>+ 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.</li></ul>
Jun 2020 - Mar 2021	+ Digital Marketing Specialist at Artbook <a href="https://www.facebook.com/artbookvn/">https://www.facebook.com/artbookvn/</a> <a href="https://artbook.com.vn/?view=en">https://artbook.com.vn/?view=en</a> <ul style="list-style-type: none"><li>+ Utilised Facebook as the main channel to drive traffic to the website, increase conversion rates from 2.5% to 4% without increasing budget.</li><li>+ Wrote engaging content for online advertising and website, maintained Cost Per Click (CPC) at 1\$.</li><li>+ 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.</li><li>+ 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%</li></ul>
Oct 2014 - Aug 2019	+ Co-Founder Humans of HCMIU <a href="https://www.facebook.com/humansofhcmiu/">https://www.facebook.com/humansofhcmiu/</a> <ul style="list-style-type: none"><li>+ Promoted and raise awareness of the fanpage, without utilise FacebookAds, which led to a gain of 1,000 organic followers within the first month.</li><li>+ Unified a team of 10 volunteers to curate vibrant and meaningful stories of students, faculty, and staff members.</li><li>+ 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.</li><li>+ 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.</li></ul>

SKILLS & INTERESTS

Languages :	Fluent English and Native Vietnamese
Technical :	Proficient Microsoft Excel, Word, and Powerpoint. Adobe Illustrator, Premiere Pro, Capcut Web Design (HTML5, CSS), FacebookAds, Google Analytics, WordPress (CRM)
Techniques:	Pay-per-click Advertising (PPC), Converstion Rate Optimisation (CRO), Copywriting
Interest :	Avid reader, Photography, Edit Video