



## SUMMARY

Highly motivated and professional Content Marketing Staff with over a year of experience. Passionate in creating worth-to-read articles, bringing value-added knowledge to readers. Possess good communication and interpersonal skills, with a proven ability to work independently and as part of a team.

## EDUCATION

**International University -  
National University of Ho Chi Minh City**  
2017 - 2021

Affiliate Program with the University of the West of England  
Bachelor's Degree in Business Administration  
Major Marketing  
GPA: 3.0/4

## SKILLS

- Strong organizational and time-management skills
- Good communication and interpersonal skills
- Ability to work independently and as part of a team
- Fluently in using both English and Vietnamese
- Good computing skills relating to Word, PowerPoint,...

## CERTIFICATIONS

- IELTS Certificate with score 7.0

## ACTIVITIES

- Collaborator of Faculty of Business Administration of the International University (Welcome Freshmen 2018)

## PROFESSIONAL EXPERIENCE

### Content Marketing

#### IXORA Trading and Services Company Limited

Nov 2022-Present

- Writing blogs, PR articles, promotional content and others following the SEO standard to post on the company's website
- Replying to customers' feedback on Google Play
- Contacting partners for running SEO marketing campaigns to create and increase the company's website traffic
- Translating ideas, articles, and other marketing content from English to Vietnamese
- Supporting other activities of the Marketing team

### Trade Marketing Officer

#### Annam Gourmet

Oct 2021- Oct 2022

- Manage POSMs of 13 stores of Annam Gourmet across Vietnam
- Preparing POSMs for different events and seasons
- Displaying products on shelves following seasonal and promotional rules
- Making reports for highlighting products, and seasonal or events activities
- Brainstorming to create slogans for events

#### Event Taste of Australia (Annam Gourmet x Australian Embassy)

- Contact supplier
- Manage PG and sponsored products
- Supporting other team members

### Content Writing Intern

#### The Edu House

May 2021-Sep 2021

- Write Facebook content for company events and activities
- Brainstorm and assist other members with events' poster preparation
- Support and complete other requirements from superiors