



19/03/2000



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7 District, Ho Chi Minh City

CAREER OBJECTIVE

-Short term: I aim to successfully complete the tasks assigned by my superiors. Besides, I hope to become a Marketer with enough knowledge and skills to come up with effective and creative strategies to promote business development.

-Long-term: In the future, my goal is to become an excellent leader in the field of Marketing, while contributing to the building and development of comprehensive strategies for the business. Besides, I hope to share the accumulated knowledge and experience with the next generation, helping them build a solid foundation and continue to develop in their careers. For me, any development must come from a culture of sharing.

SKILL

- ★ English
- ★ Adobe Illustrator
- ★ Canva
- ★ Mos 2016

PORTFOLIO

Scan the code here:



TRAN THI MY DUYEN

CONTENT MARKETING

I have been passionate about writing since my high school days, and I have been professionally engaged in this field for over 2 years now, following my graduation from university. With a dedicated enthusiasm for the craft, I am confident in my ability to meet the demands set forth by any organization. I thrive on challenges and am eager to learn, always ready to adapt to new work environments. I believe that continuous effort towards self-improvement will enable me to achieve all goals and contribute to the success of the organization.

EDUCATION

University of Finance & Marketing

English Studies - Business English

08/2018-08/2022

The thesis attained a grade of 3.7 out of 4.

WORK EXPERIENCE

AZDIGI Corporation - Information Technology

Marketing Executive

11/2022-03/2024

- Fanpage administration: Planning + writing articles + designing images and videos, reels. During the operation period, there was an increase of 68,138k visits (ie an increase of 632.7% compared to before).
- Create program content and design publications (images, videos, reels) for advertising and promotion campaigns.
- Organize internal and external events for the company. (Budget estimate, design of helmets, notebooks, water bottles, banners and backdrops, working with partners,...).
- Search for keywords, create content and write articles for websites and blogs (There are keywords in the top 5 of Google).
- Build a community group "Students help each other make websites" with more than 7.4k members.

MiYoung Cosmetic - Cosmetic

Content Marketing

02/2022-11/2022

- Fanpage management: Planning + writing articles + designing images and videos.
- Create program content for advertising and promotion campaigns.
- Organize internal events for the company.
- Work with KOLs and KOCs to promote products.
- Write tiktok video scripts.

Freelance

Content Marketing

08/2020-03/2024

- Fanpage management: Plan + write articles + design images and videos for brands such as:
- JapanTown Saigon: F&B field.
- Nesthealth Vietnam: Bird's Nest field.
- Kien Bach A uniform and Tamlefashions: Fashion field.
- Medic Khai Hoan Clinic: Medical field.