



NGUYEN MINH TAM



WORK EXPERIENCE



Copywriter Intern - Full-time

Golden Stella | 6/2023 - 12/2023

- Well-written influencer brief and video flow
- Creatively developed and generate influencer proposal
- Actively supporting in writing shooting brief and video script for production house
- Pro-actively engaged with team and supervisor to complete tasks.



Copywriter - Part-time

Vietnam Online Education_VOE | 4/2022 - 10/2022

- Searched new idea content for educational topics
- Successfully wrote content for social posts and distributing communication materials
- Created 5 posts/ week within 5 months
- Actively supported in designing posts on Facebook



Marketing assistant - Full time

Focus Learning Academy | 6/2021 - 2/2022

- Monitored social media platforms: Facebook, YouTube, website
- Supported in planning 2-3 marketing activities monthly: created online mini-game or competitions
- Collaboratively worked in teams for creating 2-3 offline events/ month
- Contacted with stakeholders for collaborations

LANGUAGES



English | **IELTS 6.5**

Simplified Chinese | **HSK 4 _ 242/300**

CONTACT INFO



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[Click here for my portfolio](#)

CAREER OBJECTIVE

I am an enthusiastic and diligent person with a full responsible attitude, and professional manner at work. I am eager to work in a marketing position where I can apply my knowledge, enthusiasm, and experience to solve problem, execute planning and enhance marketing performance for clients

EDUCATION HISTORY



Bachelor of Digital Marketing with a Minor in Tourism and Hospitality

RMIT University | 2020-1/2024 (expected)

- Well accomplished market research, social mobile marketing, content marketing
- Well presented marketing plan to lecturers and clients

Achievement

- Third prize of IMC competition for Maggi
- Top 5 team in Market Research project for Bo Ong Hoang

SKILLS

- Great **critical thinking** skills in doing several analysis, market research projects
- Excellent **research skills** by conducting digital planning report
- **Copy writing** skills when doing report, freelance job

RELEVANT EXPERIENCE



Maggi_ Integrated Marketing Communication Plan | 5/2020

Responsibility

- Researched customers' behavior, insight to come up with big idea
- Analyzed brand performance and competitors in Oyster sauce market
- Worked in team came up with offline and online marketing activities to attract more customers

Achievement

- Third prize of IMC competition for Maggi

[View more](#)



Bo Ong Hoang _ Market Research | 6/ 2022

Responsibility

- Collected and analyzed qualitative & quantitative data by using NVivo & SPSS
- Converted data into customers behavior toward avocado and created marketing strategy based on driven data
- Presented customers trend and propose marketing solution to the brand

Achievement

- Top 5 team in Market Research project for BOH

[View more](#)



MB Bank _ Social Media & Mobile Marketing

Responsibility

- Learned to use social listening tools: BrandMentions, Semrush, Rival IQ, etc to conduct brand analysis
- Wrote report about social marketing performance of the brand
- Research new social media trend, recommend social trend to the brand
- Worked in team to create mobile marketing strategy for the client

Achievement

- Receive great overall mark for the course

[View more](#)



United Taste _ Digital Content Creation

Responsibility

- Created content planning for the brand for 3 months for the brand
- Experienced livestream tool on Facebook: Stream Yard
- Wrote script and worked as an admin during livestream event
- Produced social posts, blog posts, trailer for pre and on-livestream event

Achievement

- Effectively worked in team to plan timeline for content

[View more](#)

VOLUNTEER WORK/ EVENTS



RMIT Marketing and Communication club | 2020 - 2022

- Seted up, managed workshops, events: Gamification_Mega trend webinar
- Supported in visual materials for Facebook posts
- Created communication plans for events
- Took part in over 2 projects/ semester

Achievement

- Effectively attracted over 200 participants to join the event
- Increased interaction on club's Fanpage



Emerging Leadership

RMIT Student Life | 6/2022

- Accommodated with team in promotional activities and design for Emerging Leadership project
- Joined in on-site booth to advertise and allure students participate the competition
- Well supported on on-events day

Achievement

- Over 100 students participate the competition
- The event went smoothly and received compliment from the participants