



TRÚC NGÂN

Intern Social Media

Short-term goal:

I am eager to leverage my skills and experience from previous roles to apply for positions in design and content creation. Through these opportunities, I aim to further develop my expertise. Within the next year, I aspire to hone my professional skills to become a proficient Social Media Specialist

Long-term goal :

I aim to develop the skills and relationships within the industry to become a professional Social Media Specialist in the future

EXPERIENCE

Project: Skinlosophy - Rebranding a Vietnamese Traditional Medicine Cosmetics Company (Hypothetical Project)

Customer insight research involves analyzing data and user behavior to uncover crucial customer insights. This information is then used to develop relevant content that fosters a strong connection with the target audience

Layout and print design for the brand is based on the brand identity, incorporating content such as new product introductions, discounts, and restocked items into the visuals

Competitive analysis involves evaluating competitors' strengths, weaknesses, and content strategies. This analysis is used to develop innovative and differentiated solutions for effective competition

Develop a 2-week social media campaign for Skinlosophy on Instagram and Facebook. The campaign will feature product introductions, beauty tips, and interactive content aimed at providing beauty value to customers, building brand awareness, and increasing brand recognition

Project: Enhancing Brand Awareness for Chroma Beauty Cosmetics (Hypothetical Project)

Develop a detailed content plan, including a posting schedule, topics to be covered, and a content strategy aimed at attracting target customers and increasing brand awareness

Create a comprehensive content plan that outlines a posting schedule, topic ideas, and a strategic approach to engage our target audience and strengthen brand recognition

EDUCATION

Ton Duc Thang University

2022

OUTSTANDING ACHIEVEMENT

Principles of Marketing 8.0 /10

☎ 0901559567

✉ nguyentrucngan0811@gmail.com

📍 District 1, Ho Chi Minh City

SKILLS

- * Proficient in video editing and design software such as Canva and Capcut.
- * Skilled in creating content for social media platforms Instagram and Facebook
- * Adept at using Google Workspace tools: Docs, Sheets, Calendar, and Drive.
- * Stays updated on content marketing trends.
- * Works effectively in teams and delivers impactful presentations.
- * Develops project timelines for marketing campaigns.
- * Proficient in product photography.
- * Competent in using basic Microsoft Office suite: Word, Excel, and PowerPoint.
- * Possesses strong communication skills

CERTIFICATION

- * Social Media Marketing Course
- * Impact 2024 : Bolder Act - Greater Impact (Training project Social Media Marketing of FTU)