



HONG AN NGUYEN

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Social Media Marketing/ Marketing Communication

EDUCATION

2021 - 2024 | University of Economics Ho Chi Minh City

Business Administration

Major in Management

GPA: 3.66/4 - Students with excellent grades

CERTIFICATION

- IELTS 6.0 Certificate I IDP Viet Nam
- Scientific research Certificate - B award I UEH University
- Project Vice Manager Certificate I Margroup

[*Evidence here](#)

TARGET

- **In the short term**, focus on **cultivating professional knowledge** in Marketing Communication and Social Media Marketing, and at the same time **accumulate experience and have a stable job** through working, dedicating all your abilities to the right business.
- **In the long term**, have a **master's degree in Marketing**, advance in work and reach the position of **Social Media Manager/ Marketing Manager** with a high salary compared to the Vietnamese labor market.

WORKING EXPERIENCE

2021 - 2022 | Content Marketing

HADA.VIETNAM | Distrct 2, HCMC

- Communication planning once per month
- Participate in shooting sessions once per week
- Content writing three per week
- KOCs/KOLs management
- Video editing and simple photo design
- Manage Company's instagram

2022 - 2023 | Vice Communication Project Manager

Marketing Students Communication Project | Margroup | UEH University

- Communication planning once per month
- Divide work roles and training
- Track progress and report results
- KOCs/KOLs Management
- Host offline and online events
- Work with Event and Sponsor teams

2023 - 2024 | Content Creator

Atiee.hn | Tiktok

- Content Creation four per week
- Work with brands
- Data Analysis
- Update new trends
- Personal Branding

2023 - 2024 | Social Media Leader

Jumy's Carrier | District 5, HCMC

- Make a communication plan once a month
- Participate in event planning each month
- Training and team orientation every week
- Reporting and working directly with the Manager
- Track channel metrics and post performance
- Manage youtube, tiktok, instagram, facebook channel
- Content Creator
- Follow and participate in shooting sessions
- Plan new product launch projects

06/2024 - 09/2024 | PR Intern

Viechannel - Dat Viet VAC | District 3, HCMC

- Communication for the show Anh Trai Say Hi and Rap Viet
- Perform at least 2 interview scenarios per week
- Produce tiktok content at least 3 videos a day
- Artist Interview (Rhyder, Ali Hoang Duong, Captain, Phap Kieu,...)
- Supporting the implementation of Viechannel.music channel content (2,000,000 followers)
- Make sponsor reports, weekly/monthly performance reports, work reports
- Track channel metrics and tiktok content performance Tiktok channel
- Management Viechannel.Stars (increased from 200,000 followers to 400,000 followers in 2 months)
- Edit content according to trends and bases on Target Audience
- Follow and participate in the filming sessions of the shows Anh Trai Say Hi and Rap Viet
- Plan new content on social

LANGUAGE

- English - IELTS 6.0 (2023)

SKILLS

- Creativity and thinking
- Working with Artists, KOLs
- Dynamic and responsive
- Keeping up with trends, under high pressure
- Proficient use of office computer tools: Word, Excel, Powerpoint
- Design: Canva
- Video editing: Capcut, Adobe Premiere
- Other skills: Leadership, time management, problem solving, backwards thinking,...