

“ A full-stack junior digital marketer with solid experience managing marketing funnel. I am adept at developing and executing end-to-end digital strategies, from creating compelling video content to optimizing PPC advertising, SEO performance, and conversion rates. Seeking an entry level / junior opportunity in the industry, located in Ho Chi Minh City ”

## EDUCATION

- Jan 2022 - Jan 2023 + MSc Digital Marketing with Merit (GPA: 3.3)  
[University of the West of England, Bristol](#)  
Thesis: Understanding on the influence of Durex's social media content on consumer's purchase intention and Durex's Brand Equity
- Sep 2019 - May 2020 + BA (Hons) Business and Management (2:1) (GPA: 3.3)  
[University of the West of England, Bristol](#)  
Thesis: The impact of terrorism on tourism and events in the EU
- Sep 2016 - Sep 2019 + Business Administration (GPA: 3.0)  
[HCM International University](#)

## WORK EXPERIENCE

- Mar 2024 - Dec 2025 + Social Media Executive at Vietcentric  
<https://instagram.com/vietcentric>
  - + Developed and executed content strategy (with Notion AI) for Instagram, boosting organic reach by 30% over 12 months.
  - + Created and published 3+ pieces of original, high-quality content (using Gemini for ideas and CapCut for creation) weekly, directly contributing to 300+ growth in followers counts for the past 12 months.
  - + Conducted research into user behavior and content performance through A/B testing, using insights to inform and optimise future content strategy.
- + Cooking Class Instructor & Host (Part-time)
  - + Greeted and onboarded an average of 6 participants per class, fostered a strong sense of community among guests, leading to 6% return booking rate, increased word-of-mouth referrals.
  - + Proactively solicited participant feedback via direct engagement and post-class messages, directly informing the development of 2 new recipes and 3 innovative class formats.
  - + Efficiently managed class logistics for groups of 6+, ensuring a seamless and practical cooking environment, fostering a collaborative and enjoyable atmosphere that directly contributed to receiving 10 five-star reviews on Google Maps for exceptional guest satisfaction.
- Jun 2020 - May 2021 + Digital Marketing Executive at Artbook, Ho Chi Minh  
<https://www.facebook.com/artbookvn/>  
<https://artbook.com.vn/?view=en>
  - + Utilised Facebook as the main channel to drive traffic to the website, increase conversion rates from 2.5% to 4% without increasing budget.
  - + Wrote engaging content for online advertising and website, maintained Cost Per Click (CPC) at 1\$.
  - + Conceptualised an Automatic Chatbot for the website to assist customers in accessing products and answering their enquiries. Increase messages processing to 200+ per day, achieving decreased customer wait times.
  - + Set up and conducted Google Analytics of website traffic, social media performance, and sales data to work closely with website team. As a result, improve on-site SEO performance including maintained page speed at maximum 2 seconds, bounce rate improved to below 60% and increase monthly traffic by 20%
- Oct 2016 - Sep 2019 + Social Content Executive at Humans of HCMIU  
<https://www.facebook.com/humansofhcmiu/>
  - + Promoted and raise awareness of the fanpage, without utilise FacebookAds, which led to a gain of 1,000 organic followers within the first month.
  - + Unified a team of 10 volunteers to curate vibrant and meaningful stories of students, faculty, and staff members.
  - + Reviewed and edited daily content under deadline pressure, successfully delivered in 24hrs. On average, each post garnered an organic reach between 2000 to 2500 views.
  - + Implemented a strategy to remind everyone of the humanness and compelling people to engage with.  
As a milestone, the project received over 5500 organic followers without spending money on advertising.

## SKILLS & INTERESTS

Languages : Fluent English and Native Vietnamese

Technical : Proficient AI Tool (Gemini for ideas, Notion for planning, Canva for rapid content creation), Microsoft Office. Adobe Illustrator, Premiere Pro, Capcut, FacebookAds, Google Analytics 5, WordPress (CRM)

Certificates: Gemini AI, Meta Marketing Analytics

Interest : Avid reader, Photography, Edit Video

-Updated on Feb 2026-