

Thanh Thuy

Marketing Executive

EMAIL
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NGÀY SINH
21/01/1996

SKILLS

- **Content Creation:** Versatile content development across various formats (blog posts, social media, website copy, video scripts, etc.)
- **Writing & Editing:** Compelling storytelling, adaptable writing style, strong grammar and SEO principles
- **Visual Content:** Basic photography, image & video editing (Adobe basics)
- **Digital Marketing:** Social media management, SEO & keyword research fundamentals
- **Project Management:** Effective organization and timely delivery
- **Languages:** Vietnamese (Native), English (Fluent)
- **Software:** Microsoft Office Suite, Google Workspace, Basic CMS (WordPress)

TOOL

- Content Management Systems (CMS): WordPress, VinaCMS
- Graphic Design & Video Editing: Canva, CapCut, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, Adobe Lightroom
- SEO & Analytics: Google Search Console (GSC), Google Analytics, Ahrefs, Semrush Email Marketing: Sendy, Mailchimp
- Social Media Management: Facebook Creator Studio

HELLO!

I'M THANH THUY

Highly motivated and results-oriented Marketing Executive with 3 years of experience and a proactive approach to identifying. Seeking a challenging and rewarding opportunity to leverage proven skills in campaign management, digital marketing and a strong desire to continuously learn and contribute to the development and execution of innovative strategic marketing goals.

EDUCATION

Bachelor of Business Administration

- University of Economics - The University of Da Nang (2010 - 2014)
- Major: Marketing Management
- Graduation Rank: Very Good

Notable Activities:

- Member of the Business Skills Club, responsible for organizing soft skills workshops.
- Participated in the "Da Nang Startup Ideas" competition and received an Encouragement Award in 2013.

Additional Certificates:

- TOEIC Certificate 700 (2014).
- Communication and Customer Care Skills Course at ABC Center Da Nang (2017).

WORK EXPERIENCE

Marketing Executive | **Cloudzone**, Da Nang, Vietnam | May 2022 - 2025

- Developed and executed content strategies that increased organic traffic by 20% within 6 months.
- Created engaging social media content that boosted follower engagement by 15%.
- Wrote compelling website copy that improved conversion rates by 10%.
- Collaborated with marketing and design teams to ensure content alignment with brand messaging and campaign goals.
- Conducted keyword research and implemented SEO best practices to optimize content for search engines.
- Managed and maintained the content calendar, ensuring timely delivery of high-quality content.
- Analyzed content performance metrics to identify areas for improvement and optimize future content creation.
- Integrated basic photography and image editing into social media and blog content.

PROJECT PORTFOLIO

Gia phả Đại Việt online

Logo Design - Software Idea Contribution - Social Media & YouTube Management - Google & Facebook Ads - Copywriting

Ấn phẩm kỷ niệm 50 năm Giải phóng TP. Đà Nẵng

Designed the display interface

- Writing & Editing Tools:
Grammarly, Hemingway Editor
- Project Management & Collaboration: Trello, Asana, Notion, Google Workspace

Xê Dịch (Travel Website)

Logo Design - Software Idea Contribution - Blog writing

Cloudian

Logo Design - Software Idea Contribution - Website UI Design - Copywriting

SEO & DATA ANALYTICS

Managed social media content and engagement initiatives, resulting in a significant reach of over **1 million** users on the platform within a short campaign period.

Developed engaging TikTok content, with one video achieving over 4.7 million views and driving a 15% increase in overall channel engagement within one week of posting.

TABLE OF CONTNETS

<https://www.facebook.com/reel/808686057917116>**Social Content**

Cộng đồng mua bán, hỗ Trợ VPS, Hosting, Máy Chủ

Mộc Thái Hoà - Thiết kế và thi công nội thất đồ gỗ và công nghiệp

CLB Thiền Trà - Dành Cho Phật Tử Tại Đà Nẵng

Graphic Designer

- May 2020 - Present
- Behance: [Ruby Thuy](#)

Advertising visuals

Marketing Collateral

Brand Identity

Photographer

- Behance: [Ruby Thuy](#)

My photography and edit

Video Editor