

EDUCATION AND ACHIEVEMENTS

University of Greenwich Vietnam *Ho Chi Minh, Vietnam*
Bachelor of Arts in Marketing Administration 2016 - 2019
Seneca Polytechnic *Toronto, Canada*
Brand Management Certification 2022 – 2024

Digital and Social Media Certification (Honours) - GPA: 3.8

- **Related Certifications:** Google Ads Search Certification | Google Analytics 4 Certification.

WORK EXPERIENCE

RE/MAX Ultimate Realty Inc.: Avenue Group *Toronto, Canada.*
Digital Marketing Coordinator (Part-time) December 2023 – Current

- Enhanced account reach by 26% and boosted content interaction by 22.7% through data-driven insights and trend analysis.
- Produced high-engagement Instagram Reels, achieving 16K account reach and gaining 1,061 followers in 3 months.
- Accelerated new user acquisition by 29.6% from organic search and 8% from blog posts within 1 month using Google Analytics 4 and Google Tag Manager.
- Conducted target audience research using Meta Insights, refining marketing strategies to retain customers.
- Authored SEO-optimized blogs using WordPress plugins to improve site engagement.

ADMISSION HUB *Toronto, Canada.*
Digital Marketing Co-op | South Asia Department February 2024 – May 2024

- Spearheaded a project to enhance website SEO, increasing organic search traffic by 10% through repairing broken links and content optimization using PageSpeed Insight and Yoast.
- Elevated social media engagement by 66% within 3 months through strategic content adjustments and audience targeting.
- Directed daily social media operations, formulating a bi-weekly content calendar and automating post scheduling.
- Optimized website KPIs by 5% using Google Analytics for data-driven performance improvements.
- Administered client interactions and consultation scheduling, streamlining administrative processes, resulting in heightened client satisfaction.

CHANH NONG CO., LTD. *Ho Chi Minh City, Vietnam*
Sales Administrator March 2020 – April 2022

- Drove a 15% surge in production efficiency by orchestrating cross-functional collaboration with production teams.
- Authored SEO-optimized articles and developed digital marketing assets, boosting website traffic by 10%.
- Fostered and strengthened client relationships through strategic social media engagement and in-person consultations.
- Spearheaded outbound call initiatives to showcase new products and strategically advise clients on inventory management, increasing order placements.
- Communicated product information and delivered tailored solutions both digitally and in-person, elevating client satisfaction and retention.

ADDITIONAL PROJECT

Noodle Noodle VN (noodlenoodle.vn)
Co-founder

- Steered cross-functional teams to enhance product launches and optimize marketing efficiency, resulting in streamlined execution across departments.
- Forged strategic partnerships with Shopee Food and Grab, orchestrating campaigns to amplify brand visibility, which elevated brand awareness by 20% in just 4 months.

ADDITIONAL SKILLS

- SEO | Social Media Content Calendar | Google Suites | WordPress | Squarespace | Bilingual (Vietnamese/English) | Adobe Photoshop | Canva Pro | CRM – SFMC | CMS | HTML | CSS.