

NGUYEN MINH HOANG

CONTENT/MEDIA CREATOR



CAREER GOALS

- Become an expert in planning important marketing and media strategies and take responsibility for that strategy in the company
- Long-term: become a senior employee in the company
- Perfect yourself in a professional, multinational working environment

EXPERIENCE

Phuong Nam Digital - Digital Marketing Agency 9/2017 - 12/2017
SEO Intern

- Write standard SEO articles on language areas
- Research and analyze language learning courses
- Go backlink - increase traffic for the website
- Analyze website data to understand student needs

Luxury Shopping 1/2018 - Present
Project Manager (2.5 years of experience)

- Manage social media channels: Fanpage, Instagram,...
- Write articles, edit images for social channels to increase traffic and attract new and old customers
- Responsible for the content of highly specialized watch analysis, review of fashion watch products, providing useful knowledge to users on the main website under the name author: August Nguyen
- Website optimization, Website image editing
- Manage associated domains including: donghomovado.vn, donghomichaelkos.vn, donghoversace.vn, dongholongines.com, donghobulova.net
- Build Youtube channel, TikTok
- In charge of the main Media channels
- Script to review watch products
- Shooting, editing, and editing video reviews
- Implement promotional campaigns for the company
- Plan and supervise the implementation of advertising campaigns on Facebook and Youtube

CONTACT

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EDUCATION

2014-2017
Industrial University of Ho Chi
Minh City
Bachelor of Information
Technology College

Certificate TOEIC 450
Issued by IIG Vietnam
Read, listen and understand
English content

Certificate Editor
Vitadu Graphic Creative Center

SKILLS

- Basic Photoshop
- Advanced Premiere
- Basic After Effects
- Basic video recording
- Using the camera gimbal
- Basic photography
- Public speaking skills
- Communication skills

- Write and contact to publish on major newspapers such as: VN Express, Zing.vn, ngoisao.net, kenh14.vn,...

LeHair Professional

1/2020- Present

Marketing Manager (1.5 years of experience)

- Build and manage social media channels: Fanpage, Instagram,...
- Writing articles about hair, editing sample images for social channels
- Website optimization, product image editing Website
- Build Youtube channel, TikTok
- Building an eco-environment Media
- Scripting, directing for hairdressing videos
- Video editing, cropping
- Implement a promotion campaign
- Plan and supervise the implementation of advertising campaigns on Facebook and Youtube
- Support to launch a new catalog for newly launched hair products/services
- Participate in the creation of ideas for a hair industry contest
- Participating in building brand branding, personal branding
- Analysis of customer groups, product groups
- Join the livestream, make scripts, ideas

Research Assistant to Dr. Tran Anh Duong - University of Hutech

(1 year of experience)

- Support data processing data analysis
- Conceptualize and design illustrations for environmental studies
- Prepare drawings, tables and research results
- Translation of research documents
- Database systematization, research results
- Support for problems that arise during research

CONTACT INFORMATION REFERAL

Luxury Shopping

Huynh Bang Thanh
Marketing Manager
094 4815 369

LeHair Professional

Tran Van Thang
SEO Manager
086 865 1525

Doctoral Assistant/Teacher Hutech University

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ACHIEVEMENTS

- Excellent Marketing Staff 2020-2021
- TikTok Luxury Shopping Viral
- Accompanying stylist Loc Toni to win the 2021 Hair Industry Champion
- Increase LeHair brand awareness in 1 year
- Helping the company increase 10% of revenue steadily in 2020 in the context of the impact of the Covid-19 epidemic

PRODUCTS

- Lehair Youtube Channel: <https://bit.ly/3d4YgII>
- Review Watches Youtube Channel: <https://bit.ly/YoutubeLuxsho>pping
- Some typical products:
 - Hair viral: <https://youtu.be/UzmM-7-COyk>
 - LeHair introduction: <https://youtu.be/qd49mZ38G3c>
 - Product introduction: <https://youtu.be/bOAdmcMv92w>
 - Stylist: <https://youtu.be/oIRYTbe5BSk>