

NGÔ QUANG MINH

Digital Marketing & Communication | Marketing Operations | B2B Growth

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PROFESSIONAL SUMMARY

Marketing Management undergraduate at British University Vietnam with demonstrated experience spanning corporate communication, cross-border agency coordination, and data-driven market research. Proven track record transforming complex enterprise insights and campaign performance metrics into sharp, localized content strategies and high-impact communication narratives. Operates with a strong ownership mindset; adept at managing multi-channel digital ecosystems and accelerating B2B lead acquisition pipelines. Bilingual professional communicator in English and Vietnamese with functional Mandarin proficiency. Available for a full-time internship engagement of 4–6 months.

PROFESSIONAL EXPERIENCE

Viettonkin – Hanoi, Vietnam

May 2026 – Present

Marketing Coordinator Intern | Corporate Communication

- Spearhead end-to-end marketing operations for the corporate brand, orchestrating task distribution and workflow alignment across internal functions to ensure consistent, on-time campaign delivery.
- Act as primary liaison managing a regional SEO agency in Indonesia to execute monthly technical optimization and content audits across 2 corporate websites, driving inbound conversion funnels toward a corporate milestone of 100 monthly B2B leads.
- Oversee the structural overhaul of digital microservices across all corporate business capabilities on the official website, transforming complex enterprise solutions into intuitive, user-friendly digital touchpoints.
- Strategize monthly editorial calendars and co-author localized thought-leadership articles targeting home-host country investment dynamics; coordinate website localization initiatives including integration of a Russian-language interface to capture emerging international markets.
- Develop the comprehensive editorial blueprint for the corporate E-book “ASEAN Investment Guide for Vietnamese Enterprises” and overhaul the internal strategic asset “DIA Marketing VN” to establish a standardized onboarding framework for future marketing cohorts.

RELEVANT PROJECTS

PR & Digital Communication Analysis — Golden Lotus Hotel & Resort

- Analyzed a 3-month multi-channel marketing campaign across Social Media, SEO, and PPC channels to synthesize audience insights and diagnose critical communication gaps.
- Evaluated core message alignment and channel efficacy to engineer high-impact content directions, refined messaging angles, and strategic communication blueprints.
- Leveraged Power BI to ingest, consolidate, and visualize multi-channel campaign data, producing data-backed performance reports and executive presentation updates.
- Translated complex performance analytics into actionable content pillars and execution guides for localized social media distributions and brand communication assets.

Integrated Communication Planning Project

- Formulated data-backed target audience personas, structured SMART communication objectives, and established strategic brand voice directions for a simulated brand brief.
- Devised overarching key messages, conceptualized multi-channel social media content matrices, and drafted integrated brand-building tactical materials aligned with campaign KPIs.
- Executed continuous reviews of live marketing activations, pitching structured optimization recommendations strictly aligned with broader campaign goals and brand positioning.

Market & Stakeholder Research — Starbucks Market Entry Strategy

- Conducted an in-depth macro and micro-environmental analysis of Starbucks’ market entry feasibility into a prospective geographical domain, surfacing critical risk and opportunity vectors.
- Evaluated market potential, target consumer demographics, B2B logistics infrastructure, and localized supply chain vulnerabilities to stress-test entry viability.
- Applied strategic frameworks including STP, 7Ps Marketing Mix, and integrated marketing models to construct concrete positioning maps and differentiated communication approaches.

ACHIEVEMENTS

L’Oréal Brandstorm 2026 — Top 18 National Finalist Spearheaded consumer insight extraction, engineered the overarching strategy narrative, and refined the final pitch deck architecture to optimize storytelling coherence and business feasibility for a national-stage competitive presentation.

EDUCATION

British University Vietnam (BUV) – Hanoi, Vietnam

2024 – Present

Bachelor of Arts in Marketing Management

• First-Year Average: 67.2% — UK Classification: **Upper Second Class (2:1)**

• Estimated Converted GPA: **3.3 / 4.0**

SKILLS & EXPERTISE

PR & Communication: Corporate PR · PR Account Management · Media Relations Support · Press Release & Advertorial Drafting · Integrated Communication Planning · Newsletter & Social Media Content Architecture · Market & Stakeholder Research

Technical & Data Tools: Power BI · Microsoft Excel · PowerPoint · Canva · Adobe Photoshop · CapCut

Languages & Certifications: Vietnamese — Native · English — Proficient (IELTS 7.0) · Chinese / Mandarin — Intermediate (HSK 3)