



HUYỀN TÔN NỮ TÚ PHƯƠNG

Marketing Executive

CONTACT

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ABOUT ME

Marketing Executive with 3+ years of experience in content strategy, integrated marketing campaigns, and multi-channel communications. Passionate about combining creativity with strategic thinking to solve business challenges, with the goal of growing into a Marketing Manager who drives meaningful business impact.

SKILLS

Management Skills

Creativity

Digital Marketing

Event Marketing

Campaign Planning &

Execution

EDUCATION

- Bachelor of Marketing
Hue University of Economics 2015 - 2019

CERTIFICATE

- COURSERA
Google Digital Marketing and E-commerce
- TOEIC 715
- MOS (Word - Excel - Power Point)

EXPERIENCE

- VietNam August Star Joint Stock Company (AGS)
Marketing Executive 11. 2022 - 03. 2026
 - Developed and executed B2B marketing campaigns to enhance brand awareness and generate qualified leads
 - Managed social media channels (Facebook, LinkedIn, TikTok, YouTube, Zalo OA), maintaining a consistent content calendar and audience engagement
 - Created and produced multi-format content, including social media posts, videos, product demonstrations, case studies, and SEO articles.
 - Coordinated exhibitions, workshops, and livestream events, supporting event communications and audience engagement.
 - Collaborated with external agencies to improve website performance and support digital marketing activities.
- DKSH VietNam
Assistant, Master Data Management 07. 2019 - 10. 2022
 - Data processing, checking data, standardize from raw data to usable data
 - Support sales activities (acceptance minutes, tender data insight)
 - Other report as assigned

TOOLS & PLATFORMS

- Design: Canva
- Video: CapCut
- Analytics: Google Analytics, Social Media Insights
- SEO: Google Search Console, Keyword Planner, Ahrefs