

Nhat Minh Nguyen

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HIGHLIGHTS OF QUALIFICATIONS

- Collaborated effectively within large, cross-functional teams at the two largest airlines in Vietnam.
- Showcased leadership, critical thinking, and strategic thinking through an airplane ticket agency start-up.
- Excellent writer and effective communicator with experience in content creation for social media, blog posts, and newspapers.
- Proficient in Microsoft Office Suite, including advanced skills in Word, Excel, and PowerPoint.
- A hardworking, innovative, and open-minded individual with a passion for aviation, marketing, advertising, and branding.

INTERNSHIP EXPERIENCE

Vietnam Airlines

Hanoi

Brand & Media Planner

June 2023 – August 2023

- Devised and implemented strategic initiatives to promote the International Air Transport Association (IATA) conference hosted in Vietnam.
- Spearheaded design and campaign development from ideation to completion for the "September - The Month of Safety" campaign.
- Leveraged Google Analytics and Google Trends, and worked with the advertising agency team to analyze customer and market data, tailoring digital ad content for specific demographic segments, resulting in a 20% increase in engagement rates.
- Utilized data visualization tools within Tableau to represent consumer and competitor trends, providing actionable insights for developing marketing strategies.
- Leveraged Adobe Creative Suite and Canva to offer creative and design input to maintain brand consistency for various campaigns and premium in-flight items.

Metawork

Hanoi

SEO Content Writer

November 2022 – February 2023

- Analyzed web traffic and user engagement metrics using Google Analytics, refining content strategy and increasing organic search rankings.
- Authored engaging blog posts and optimized on-site content using SEO best practices and tools such as Google Keyword Planner, boosting website traffic by 25%.

Bamboo Airways

Hanoi

Social Media Content Creator

June 2022 – August 2022

- Maintained an active social media presence, increasing followers by 10% through the creation and scheduling of daily posts using tools like Canva, Trello, and Meta Business Suite.
- Created content that went viral on Facebook with the reach of over 4 million users.
- Implemented promotional live-stream event garnering 30K views, promoting brand awareness and celebrating the airline's anniversary.

WORK EXPERIENCE

Flyson – Airplane Ticket Agency

Illinois, Chicago

Founder & Brand Strategist

December 2022 – Present

- Designed visuals and logos, using Adobe Creative Suite, and decided the company's slogan and brand voice to maintain brand consistency.
- Implemented a rebranding campaign, the rebranded video reached up to 1.9K users with an engagement rate of 780 accounts on Facebook and reached 1.3K accounts on Instagram.
- In three months, strategic marketing and data-driven decisions boosted our Facebook following by 10%, reaching 2.2K followers with 1.7K engagements.

IT Department of Elmhurst University

Illinois, Elmhurst

Student Technician

August 2022 – Present

- Answering phone calls and perform in-person assistance regarding IT issues for University students and faculty.
- Assisting faculty with Microsoft Office and other tools, demonstrating proficiency in Microsoft Office Suite.
- Performing maintenance on personal computers, laptops, cameras, and speakers.

CAREER RELEVANT EXPERIENCE

Client: Gotivation

Illinois, Elmhurst

Social Media Strategist

February 2023 – March 2023

- Utilized HubSpot to develop Social Media Marketing plan for the client to enhance brand awareness and increase sales.
- Utilized social listening/ monitoring, persona funnel, and other marketing tools.
- Evaluated, researched and analyzed the client's competitors to provide the most tailored recommendations.

Client: Gotivation

Illinois, Elmhurst

Inbound Marketing Strategist

March 2023 – May 2023

- Developed a strategic Inbound Marketing plan, using HubSpot to increase sales and profit.
- Identified potential personas and analyzed buyer's insights using tools like Google Trends and Answer the Public to develop relevant recommendations.
- Developed presentation decks to present strategic campaigns and recommendations that generate predictable profit for the client.

EDUCATION

Elmhurst University

Illinois, Elmhurst

Bachelor of Arts | **GPA:** 3.85/4.0

Anticipated Graduation: December 2024

Major: Digital Marketing Communications

Organizations: Marketing Chair at Union Board, Staff Writer at The Leader

CERTIFICATIONS

- Social Media Marketing | HubSpot Academy
- Digital Marketing | HubSpot Academy
- Inbound Marketing | HubSpot Academy
- Google Analytics 4 (GA4) Essential Training | LinkedIn
- Digital Marketing Foundations | LinkedIn

