



TRAN THAO VAN

MARKETING EXECUTIVE

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ABOUT ME

Proactive and detail-oriented social media marketer with experience in content creation, video editing, paid ads support, and multi-platform management. I work with urgency and ownership to deliver high-quality results and help brands grow their online presence.

SKILLS

- **Content Planning** (FB, TikTok, IG, Email).
- **Campaign Development** (offline & online for branding and sales).
- **Automation & Workflow** (Codex).
- **Building Website by AI** (Codex).
- **Fluent in English and Vietnamese.**
- **Mastering Tools:** Canva, Capcut, Claude, Codex.
- **Strong organizational skills & multi-national collaboration.**

EDUCATION

TON DUC THANG UNIVERSITY

Bachelor: International Business | 2021 - 2025
GPA: 7.85/10

CERTIFICATE

IELTS: 6.0 (Dec 2023)

Microsoft Excel (940/1000) & Word (892/1000)

BrandCamp.Asia:

- Lean Marketing Planning Course
- IMC Plan Course

WORK EXPERIENCE

HOLA CONSTRUCTION

Marketing Executive | Jun 2025 - now

- Planned and executed integrated **marketing campaigns** across Facebook, Instagram, TikTok (@miv.vn), and **offline promotional activations**.
- Managed **Meta & TikTok Ads** to drive store traffic and sales.
- **Sourced and partnered with local brands** for consignment at MIV.
- Coordinated promotional campaigns, visual merchandising, and **in-store marketing** to improve customer engagement.

Achievement:

- Generated ~250 million VND of sales/month through integrated online-to-offline marketing campaigns.
- Successfully collaborate with 2/4 brands at the store now.

Project 1: Coworking Space (Pigeon Spaces)

- **Managed content** for blogs, FB, IG, and website *pigeonspaces.com*.
- Built TikTok channel with engaging internal office content.
- **Sales consulting & customer service** for coworking clients.

Achievements: 2 TikTok videos reached 1k+ organic views and converted into 3 new renting customers.

SHIBA MARKETING SOLUTIONS

Marketing & Communication Assistant | Aug 2023 - Sep 2024

- **Engaged with potential B2B customers** to promote Japanese products and **build relationships** through sales emails, phone calls, social media platforms (LinkedIn, Facebook, Zalo), and in-person meetings.
- Online **market research** and showcased **market insights** to a Japanese manager.
- Collaborated with vendors to **develop marketing materials and proposals**, and to enhance **email marketing** by adapting customer segments and integrating the automation tool (Mail Merge).
- **Website management** by Shopify & **wrote SEO contents** to maximize capability reaching target customers.

Achievements:

- Representing the manager, directly discussed with 2 potential businesses in November 2023.
- Researched for target customers, competitors and marketing solutions for 3 companies & an internal project.
- Built an automatic chatbot for customer's website by Salesmartly to drive conversions.

LA JOLIE BEAUTY & SPA

Marketing & Assistant | Sep 2022 - Apr 2023

- **Content planning** and **content creation** for La Jolie Spa Fanpage, launched marketing campaign for Google Maps.
- **Built agendas** and **edit videos** for Youtube LMT Training.

Achievements:

- **Fanpage:** An increase of 153% in access times, and 20/1000 new organic followers in Feb 2023.
- **Google Maps:** Got 10 of 5-star reviews in 4 months, ranked in the top 2 of spas in local area of the search engine.
- **Youtube:** Created 2 training videos (~15 min each).