

TRẦN NGỌC

Thy Anh

Sinh viên đại học UEH



ABOUT ME

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First-year Marketing Technology student at the University of Economics Ho Chi Minh City (UEH) with a strong interest in business, marketing, and continuous learning. I enjoy collaborating with others, embracing new challenges, and turning ideas into practical results. As a proactive, adaptable, and quick learner, I aim to gain hands-on marketing experience, apply data-driven and creative thinking to create value for businesses, and continuously develop my professional skills in a dynamic environment. In the long term, I aspire to become a Marketing Specialist with strong business acumen, leadership capabilities, and the ability to drive sustainable business growth.



EDUCATION

- ✦ 2023 - 2026
THPT Bùi Thị Xuân, HCM city
 - GPA: 9.7/10 (Highest in class)
- ✦ 2026 - Present
University of Economics HCMC
 - GPA:



SKILLS

* HARD SKILLS

- ✦ English (IELTS 6.5)
- ✦ Microsoft Office (MOS Certified)
- ✦ Social Media Management
- ✦ Basic Data Analysis&AI Tools
- ✦ Basic Video Editing&Designing (Canva)

* SOFT SKILLS

- ✦ Communication&Teamwork
- ✦ Leadership
- ✦ Problem Solving
- ✦ Adaptability
- ✦ Time Management



EXPERIENCES

- Jun 2025 - Present
Viet Nam YBOX Technology Company Limited
Marketing Senior Manager
 - ✦ Led 3 Instagram teams (15 members), driving 2x growth in views and engagement and generating 1.7M impressions within 2 months on YBOX's Instagram channel.
 - ✦ Recognized as a Top KPI performer while overseeing content production and publishing.
- Aug 2023 - Mar 2025
Self-employed Small Business
Product Creator & Seller
 - ✦ Built & operated a small handmade business from concept to sales, pricing, marketing, and customer service.
 - ✦ Gained hands-on entrepreneurial experience in business operations and customer relationship management.



ACTIVITIES

- Sep 2024 - Aug 2025
Member of Handicraft and Art Club BTX highschool
 - ✦ Co-organized 2+ club events, attracting over 40 participants.
 - ✦ Collaborated on team projects, contributing creative ideas and event execution.