



PHAM MINH DUC

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SUMMARY

A highly motivated and growth-oriented marketing professional with over 3 years of experience gained throughout university. Starting as a Marketing Intern, I have developed strong expertise in digital marketing, content strategy, and campaign planning across digital platforms. With a data-driven mindset, I continuously analyze performance metrics to optimize results and support business growth. I am committed to continuous learning, adaptability, and delivering measurable marketing outcomes.

WORK EXPERIENCE

Marketing Executive – Agency Marketing (Remote)

March 2026 - Present

- Supported brand-building activities for businesses across social media platforms, including TikTok, Facebook, and Instagram, through video and image content creation using Canva and CapCut.
- Managed and optimized advertising campaigns, monitoring performance metrics and budget allocation to improve campaign effectiveness.
- Xinh Studio: CTR: 3%–7%, (CPMmsg): ~29,000 VND, Ads budget: 10 million VND
- Quan Lạn Ecotrip: CTR: 1.5%–3%, (CPMmsg): ~9,000 VND, Ads budget: ~100 million VNĐ

Marketing Data Analyst - Inpartners

Oct 2025 - Feb 2026

- Collect and import customer data through the TikTok platform (Văn phòng này vui, Sếp hàn biết nói)
- Create daily and monthly analytical charts based on available data from web and e-commerce sources.
- Manage advertising campaigns that generate approximately 100 million VND/month in revenue with a budget of 5-6 million VND (Set up ads - optimize campaigns - Cosmetics)

Supporter - KOL Hoang Anh Panda

Dec 2024 - May 2025

- Edited and produced short-form video content, identified trending topics, and developed viral content for TikTok channels: Hoàng Anh Panda, Panda Chân Lý, and Lúc Ánh Lúc Anh.
- Assisted in content planning, production coordination, and channel growth activities across multiple social media platforms.
- Organized recording schedules, coordinated production logistics, and collaborated with major brands, including Closeup and Garnier, for branded content campaigns.

EDUCATION

Hutech University

Aug 2021- Jul 2026

Bachelor of Marketing

Major: Marketing

Specialization: Multimedia Marketing Communications

GPA: 3.0/4.0

SKILL

- Video Editing: CapCut Pro (Basic to Intermediate)
- Graphic Design: Canva Pro (Basic)
- Data Analysis & Reporting: Microsoft Excel (Basic) – customer data analysis, campaign reporting, and performance tracking
- Website Management: WordPress & Web3 Fundamentals
- English Proficiency: CEFR B1 – Good Communication Skills
- Social Media Advertising: Facebook Ads & TikTok Ads Setup and Optimization
- Marketing Planning & Campaign Execution
- Market Research & Competitor Analysis
- Content Creation & Trend Research
- Digital Content Management