

NGUYEN TRAN TRUC VY

MARKET RESEARCH & COMMUNICATIONS INTERN/TRAINEE



A proactive and detail-oriented communication undergrad with experience in project management, research, and content creation. I aim to leverage my evolving cross-platform communication skills to support in uncovering valuable insights and crafting relevant marketing materials. Besides, my professional English proficiency and committed mindset will ensure my effective collaboration and growth at your company.

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EDUCATION

RMIT University Vietnam

Expected Graduation: 4/2025

Bachelor of Communication (Professional Communication)

- Relevant course works: IMC Strategy & Planning, PR Research, Issues, Risks & Crisis Comm, Marketing Principles
- Main tasks: Conducted market research; Crafted content from social media posts to website copy, brochures, and newsletters; Produced basic visuals and videos for proposals and pitches; Delivered campaign reports

IELTS Certificate

12/2021

- Overall: 8.0

EXPERIENCES

Marketing Intern

06/2024 - 12/2024

Lawrence S.Ting Foundation (LSTF) - A local non-profit non-governmental organisation

- **"Paint Our Angels' Wings" Contest** - a picture book contest for children with disabilities
 - Developed and managed Facebook content plan, writing 54 posts in total and achieving an engagement rate of 8.48%, a 160.2% reach increase, and a 196.6% follower growth.
 - Secured free media coverage through 12 nano KOLs and 5 local publications.
 - Supported to host 3 successful workshops, attracting 325 online participants and 55 offline attendees.
 - Collaborated with a production agency & vendors to coordinate event logistics, contract preparation, and execution.
 - Assisted in preparing a contest report, leveraging website analytics, social media metrics, and participant feedback.
- **Threads Launch** (since 10/2024)
 - Researched topics to develop content plan aligned with LSTF's mission, ensuring content accuracy and relevance.
 - Maintained a consistent posting schedule (average 1 post/day), achieving >200 followers & reaching up to 94,000 users within 2 months of launching.

Commander Board - Program Leader

07/2022 - 05/2023

RMIT Spring Ultimate Invitational Tournament 2023 - Ultimate Frisbee Club [Sports Club]

- Led the planning and execution of a 3-day tournament, achieving a 25% increase in registrations (10/2022 to 1/2023), and attracting 500 participants and spectators.
- Brainstormed ideas and edited 5 TikTok videos using CapCut, garnering around 700-1000 interactions each
- Collaborated with the Marketing Department to execute a comprehensive communication plan, achieving 80-120 reactions per post
- Served as the key liaison with team captains, volunteers, and sponsors, ensuring successful event execution.

ACHIEVEMENTS

Digital Marketing - HubSpot Academy, view [here](#)

2024

RMIT SCD Showcase 2023 & SCD Student Voices

2023

- Awarded to the most outstanding assignments of each year, read [more](#)
- Demonstrated research ability & understanding of target audiences of diverse backgrounds, Asian cultures and media

SKILLS

Professional

English & Vietnamese Proficiency
Self-motivated Analytical Thinking
Flexibility Eagerness to learn

Technical

Administrative Skills & Microsoft Office Suite - Proficient
Design/Content Tools: CapCut, Wix & Canva - Proficient
Marketing Tools: NVivo, Brand24, Buzzsumo, Mention, Semrush - Experienced