



# TRAN HOANG MINH CHAU (CIELLE)

**RMIT University Vietnam (2020 - Now) | Marketing Intern**

Major: Digital Marketing

| **Portfolio** [here](#) ✨

Minor: Economic & Finance

GPA: 3.3/4

## Contact

### Phone

(+84) 833 - 706 - 257

### Address

District 7, HCM City, Vietnam

### Email

cielle.tran@gmail.com

## Technical Skills

### Data Analysis

Tool: SPSS & Nvivo

### UX Design

Tool: Miro

### Design & Photoshop

Tool: Canva & Basic Adobe Suites (Ps)

### Microsoft Office Suites

Tool: Word, Excel, PowerPoint, Outlook, Teams  
- LinkedIn Certified

## Qualifications

- Content Creating
- Market Research
- Data Collecting & Analyzing
- Planning & Reporting
- Problem Solving
- A team-player

## Reference

**MS. ANH VO – R&D Executive**

HappySkin VN

anh.vo@happyskin.vn

## Career Goals

- Short-term Objectives: In 3 months, leverage and develop my analytical and creative thinking in problem-solving and dealing with different people or team settings. From there, contribute to the creation of a marketing campaigns that help the company attract more customers & drive sales. Thereby, becoming a full-time employee.
- Long-term Objectives: Becoming a strategic-change leader and marketer, working as a Manager in the next 5 years.

## Academic Achievements

**WINNER** of Greenactus Vietnam 2020 Competition

- *Proposing a start-up idea for Environmental Protection*

**WINNER** of RMIT Marketing Intelligence course (Client: Bo Ong Hoang)

- *Proposing a B2C Marketing Plan*

**TOP 5** RMIT Digital Marketing Communication course (Client: Nestlé's Maggi)

- *Proposing an Integrated Marketing Communication Campaign*

**TOP 10** RMIT Social Media and Mobile Marketing course (Client: MB Bank)

- *Proposing a digital Tet campaign*

Also actively participated in other marketing competitions: L'Oréal Brandstorm 2022, Marketing On Air 2021 & achieved high distinction score for various marketing campaigns & reports during school.

## Work Experiences

### MARKETING TRAINEE

**10.2022 – 12.2022**

#### HappySkin Vietnam Corporation

- Lead HappySkin's new website project: (1) Analyze and propose a new direction for the company's website; (2) Conduct UX design brief; (3) Contact and work directly with website designers
- Managing/planning content & UGCs on HappySkin owned media (Facebook page & group, Instagram, Website) based on beauty trends, upcoming projects and SEO reports
- Report social media's performance metrics & propose recommendations for content development

#### Achievements

- Proposal on HappySkin website relaunch is approved and put into action
- Facebook and Instagram reach increased by 96% and 29.9% from 3/10/2022 (on-board date) to 14/1/2023 (before Tet) respectively.
- Facebook achieves the highest reach and engagement over 2022 in November & December + Instagram achieves highest reach in December



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## Work Experiences

### MARKETING INTERN

**1.2021 – 2.2021**

#### *Wi.Studio Agency*

- Conduct market research and evaluate customer insights for campaigns creation

#### **Achievements**

- Took part in the creation the launching campaign for the movie "My Nhan Than Sach" of Beta Media Vietnam
- Took part in OMNI shop by VMC - an e-commerce platform on FPT Play Box's creating process (conduct market research for the product proposal).

### CONTENT WRITER

**6.2020 – 5.2022**

#### *RMIT Student Organization Team | Communication Team*

- Receive content brief and write content for SATs Facebook page; suggest new topic ideas for content improvement
- Brainstorm themes and activities for SAT's night event
- Run pre-activities to raise money for charity projects

## Extra-Curricular Events

### COLLABORATE ORGANIZER | TEAM LEADER

**4.2022 – 5.2022**

#### *RMIT Activator's Hackathon Competition 2022*

- Leader of the RMIT Activator Student Organizer Team
- Contact direct with RMIT Activator on behalf on the team
- Allocate tasks & follow-ups with team members.

#### **Achievements:**

- Successfully lead and organize the team for various activities pre-final of the competition
- Certificate of Accreditation for Supporting Activities RMIT Activator