



PHAN THUY NGA

SOCIAL MEDIA • CONTENT MARKETING

6.1M

Peak Reach

5,600+

Community Built

5+

Projects / Brands

INFORMATION

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Bùi Xương Trạch, Hà Nội

INTRODUCE

Creative Marketer specializing in Social Media and Content Production with experience in campaign execution, multi-platform content development, and short-form video production. Delivered a campaign reaching 6.1 million audiences, built a community of 5,600+ members, and contributed to brand development for AI and AI Fashion-Tech startups. Strong in storytelling, creative thinking, and transforming audience insights into engaging digital experiences.

EDUCATION

FPT University 2021 - 2025

Bachelor of Multimedia
Communication Management

Specialization in Multimedia Content
Production

SKILLS

Content & Copywriting

- Content Strategy
- Social Media Copywriting
- Campaign Concepting
- Storytelling & Narrative
- Internal Communications
- B2B Content (LinkedIn)
- Trilingual Copy (VN/EN/JP)

Design & Production

- Canva
- Visual Identity Design
- TikTok Video Production
- Graphic Design (Social)
- Brand Style Guidelines

EXPERIENCE

BII Innovation / BCCII IT Co. 10/2025 - 06/2026

AIx / Digital Transformation

- Produced multilingual content (VN/EN/JP) for LinkedIn and Facebook, contributing to a 58.1% increase in LinkedIn search appearances and a 103% growth in page views within 7 days.
- Developed B2B content following Japanese business communication standards.
- Created content introducing AI and digital transformation solutions to strengthen brand awareness.
- Produced high-performing posts reaching over 1.2K organic views.

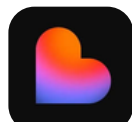
Tryonic AI POD – AI Fashion-Tech

- Produced content and designed social media assets for an ecosystem of four AI Fashion-Tech products.
- Developed multilingual content (VN/EN/JP) for fashion and e-commerce audiences.
- Executed the "Mặc Kể" campaign and TikTok content series targeting Vietnamese Gen Z users.
- Content contributed to a 183.1% increase in engagement, 160.2% growth in page visits, and over 4.2K link clicks on Facebook; top-performing posts achieved 27.6K organic views.

Strategy & Analytics

- Audience Research
- Competitor Analysis
- Content Performance Metrics
- Community Growth Strategy
- Campaign KPI Planning
- A/B Content Testing

Tools & Platforms



CERTIFICATIONS

Search Engine Optimization (SEO)

University of California, Davis (Coursera)

Social Media Marketing

Northwestern University (Coursera)

Creative Writing

Wesleyan University (Coursera)

Project Management Principles and Practices

University of California, Irvine (Coursera)

LANGUAGES

- English
- Chinese
- Vietnamese

REFERENCES

Mrs.Do Thi Hong Hanh

Project Manager/FHN.GEN

Phone: 0903 436 546

Mrs.Vu Viet Nga

Project Manager/CTDTTVN

Phone: 0984 576 730

Mrs.Kara Vu

Leader Marketing/BCC IT Co.

Phone: 0962 605 693

Ban Phu Nu & The Thao Viet Nam

05/2024 – 12/2024

Editor & Content Designer

- Managed content and visual design for the national research campaign "Vietnamese Sports Through a Gender Lens".
- Exceeded KPIs with 6.1M reach (244%), 5.2M views, and 9.5K followers (118%) within seven months.
- Published 1,191 posts, with 93.7% of views generated from Reels and video content.
- Content was featured by major media outlets including VTV, Phu Nu Viet Nam Newspaper, and Thuong Truong.

Logic Math Planet (LMP)

04/2024 – 10/2024

Creative, Content & Social Media Executive

- Built a Facebook community from scratch to more than 5,600 members.
- Designed separate content strategies for Fanpage and Group, contributing to an 87.4% increase in reach.
- Implemented a three-stage growth roadmap that scaled the community beyond 5K members.

FHN.GEN — FPT Software

06/2024 – 12/2024

Intern Internal Communications

- Managed internal communications for a division of 100+ employees at FPT Software.
- Designed visual assets for corporate events and internal newsletters.
- Executed more than seven internal communication campaigns and employee engagement activities.