

NGUYEN ANH MINH THU



📅 08/01/2002

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📍 Dong Khoi Street, Bien Hoa City

🌐 [Anh Minh Thư Nguyễn](#)

PROFILE

A final year student with a passion for content writing, digital marketing and market research; A self-learner with research skills and design background. I am a good communicator, a hard worker and adaptable to any environment.

EDUCATION

SEPTEMBER 2020 – AUGUST 2024 (EXPECTED)

MARKETING, **HO CHI MINH CITY OPEN UNIVERSITY**

- GPA: 3.18/4
- Participate in school-level scientific research and design competitions
- Have scientific research on the topics of Business Administration, Consumer Attitudes and Green Products.
- Have knowledge of market research, consumer behavior, customer relationship management, communication strategy, branding,...

EXPERIENCE

November 2023 –
January 2024

MARKETING INTERN, **SAIGON UNION OF TRADING CO-OPERATION**

- Manage and build Coop.Smile Fanpage with more than 18k likes and 22k followers: write content and design images on Fanpage to increase post interactions by 12% compared to other old posts.
- Implement marketing campaigns: "Coop.Smile's 7th birthday gratitude event",... Increasing Fanpage follow rate by more than 20%.
- Build and write content, design product advertising images for brands Coca-Cola, PepsiCo, Playmore,... on Fanpage.
- Support writing scripts and editing advertising videos on Fanpage and Tiktok..
- Record and broadcast promotions for the entire chain of stores.

June 2021 –
February 2022

RECEPTIONIST, **GIA HUNG WATERPROOFING COMPANY LIMITED**

- Responsible for answering questions and handling customer situations.
- Assist the Director in arranging, and storing documents related to administrative work.

SKILL

Languages	<ul style="list-style-type: none">• Complete English certificates B2.
Adobe Illustrator & Photoshop	<ul style="list-style-type: none">• Utilized to create articles for websites and fanpage• Design posters, banners, POSM for university events, Co.opSmile and Cheers
Office Information	<ul style="list-style-type: none">• Proficient in using Office and Canva, etc.

EXTRACURRICULAR

SEPTEMBER 2020 – JUNE 2022	MEDIA MEMBER, YOUTH OPEN UNIVERSITY MEDIA CLUB – YOUM <ul style="list-style-type: none">• Participate in organizing school-level promotional activities and events. Develop ideas and design media publications, events, and news.• Organize Media events with active student participation.
SEPTEMBER 2020 – DECEMBER 2020	EVENT ORGANIZERS, WELCOME DAY <ul style="list-style-type: none">• Manage supplies, coordinate personnel to carry out logistics work for the festival with more than 2,000 students participating.

MARKETING RESEARCH

RESEARCH EXPERIENCE:	Dec 2022 –Now
Member and team leader of a research project on consumer behavior and attitudes towards green products and the influence of word of mouth.	
PUBLICATIONS:	
CO-AUTHOR	Thu, N. A. M., Nhi, M. K., Huyen, D. K., & Anh, B. N. T. (2024). Drivers influencing consumer's attitudes and intentions towards purchasing green products in Ho Chi Minh City. HO CHI MINH CITY OPEN UNIVERSITY JOURNAL OF SCIENCE - ECONOMICS AND BUSINESS ADMINISTRATION, 19(10).
	Thu, N. A. M., Nhi, M. K., Huyen, D. K., & Anh, B. N. T. (2023). Factors affecting students's attitude and intentions to buy green products in Ho Chi Minh City. ICB 2023, 793.

ACHIEVEMENTS

- **Second Prize for School-Level Scientific Research - 2023:** Scientific research topic "Factors affecting attitudes and intentions to purchase green products of Ho Chi Minh City students"
- **Certificate of the 5th International Conference on Business (ICB) - 2023:** A conference that brings together leading researchers and experts to exchange scientific papers in the field of economics.
- **Top 4 Infographic design contest of BADBUD:** Infographic design competition on Indonesia's national day celebration.
- **Encouragement Prize for School-Level Scientific Research - 2022:** Scientific research topic "Acceptance of eWOM to cosmetics purchase decision".
- **Fundamentals of Digital Marketing Certificate by Google Digital Garage - 2021:** Online digital marketing course in English provided by Google.