



# NGUYEN THI HONG OANH

## CONTENT & SEO

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📍 Da Nang, Viet Nam

## PROFILE

I graduated with a degree in Digital Marketing and have more than 3 years of practical experience in Content & SEO, fanpage management and in-house marketing.

Able to work independently, manage time effectively and adapt well to both face-to-face and online working environments.

## EDUCATION

### Danang University of Economics

2021 - 2025

Major: Digital Marketing

GPA: 3.4/4.0

### Le Thuy High School, Quang Binh

2018 - 2021

## SKILL

### Office

Google Workspace, Microsoft Office

### Design & Editing

Canva, Adobe Photoshop, Adobe illustrator, Capcut

### Language

English: TOEIC

## PORTFOLIO



Link: <https://nguyenthihongoanh.id.vn/>

## WORK EXPERIENCE

### 3/2025 – Present

### MARKETING FULL-TIME

#### Da Thanh Watch Co., Ltd. (Danawatch)

- **Content & SEO:** Developed and executed overall marketing content strategies. Wrote, optimized, and managed SEO content for the company website. Uploaded and maintained product content on the website.
- **Fanpage Management:** Managed two Facebook fanpages with 12,000 and 5,200 followers. Planned and published content consistently in line with brand positioning and campaign objectives.
- **Design & Marketing Materials:** Conceptualized and designed offline marketing materials. Coordinated printing and supported in-store sales activities and event organization.
- **Team Coordination:** Coordinated part-time staff, assigned tasks, and tracked progress to meet deadlines.

### 3/2023 - 2/2025

### MARKETING PART-TIME

#### Da Thanh Watch Co., Ltd. (Danawatch)

- **Content & Website:** Wrote and optimized SEO-friendly blog content; uploaded and managed products on the website.
- **Fanpage Management:** Managed a Facebook fanpage for one branch (13,000+ followers); planned and maintained content for campaigns and promotions; designed visuals and captions for each campaign.
- **Work & Remote Management:** Managed time effectively to balance work and study; coordinated a part-time team, assigned tasks, monitored progress, and ensured quality in a remote working environment.

### 2/2022 - 1/2023

### SEO CONTENT

#### Brando Agency

- Received briefs and executed content tasks assigned by the Content/SEO Leader.
- Built SEO-oriented outlines before content development.
- Wrote SEO-optimized articles in various formats (toplists, pricing articles, knowledge-sharing posts, service consulting content, etc.).
- Published, edited, and optimized content directly on WordPress.
- Ensured content was indexed on search engines to support website traffic growth.

### 10/2021 - 9/2024

### MEDIA TEAM MEMBER

#### Ban Doan vu - Doan Truong Dai hoc Kinh te - DHDN

- Participated in developing and executing communication plans for programs and events organized by the Union Affairs Committee.
- Managed the official Facebook fanpage with approximately 10,000 followers.
- Coordinated with specialized teams to align messages and communication plans across different phases.
- Created and designed online and offline communication materials.
- Wrote and edited fanpage content for each campaign, ensuring message consistency and timely delivery.

# ACTIVITIES

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**11/2023 - 1/2024**

**XUAN SE CHIA 2023**

## **Ban Doan vu - DUE Youth Union (The University of Danang)**

- Planned communication strategy; designed materials and produced content before, during, and after the program.
- Supported volunteer activities, media tasks, and on-site content execution.
- Generated 200+ registrations within two days of campaign launch.

**1/2023 - 8/2023**

**STARTUP RUNWAY 2023**

## **DUE Youth Union (The University of Danang)**

- Participated in organizing committee meetings to align plans and assign tasks for each phase.
- Supported communication and logistics activities, working directly with participants throughout the event.
- Assisted in preparation, rehearsals, and execution of official competition sessions.

**11/2022 - 3/2023**

**MISS&MISTER DUE 2023**

## **DUE Youth Union (The University of Danang)**

- Created task checklists and supported organizing committee staff management across different phases.
- Provided on-site support for contestants and organizing committee members throughout the competition.
- Participated in rehearsals and execution of the official program.

**3/2022 - 4/2022**

**WORKSHOP "PEER PRESSURE"**

## **Ban Doan vu - DUE Youth Union (The University of Danang)**

- Planned communication strategy; designed materials and created content for the program.
- Executed communication activities before registration launch and during the workshop.
- Attracted 300+ registrations within just over one hour of opening applications.

# ACHIEVEMENTS

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- Commendation from the **Rector of the University of Economics** for outstanding academic performance and personal development in the academic years **2021–2022, 2022–2023, 2023–2024, and 2024–2025.**
- Commendation from the **Ho Chi Minh Communist Youth Union – University of Economics** for excellent performance in organizing the **Miss & Mister DUE 2023** competition.
- Commendation from the **Ho Chi Minh Communist Youth Union – University of Economics** for outstanding contributions to Youth Union activities and youth movements during the **2022–2024 term.**
- Awarded the **"Five-Good Student"** title at the university level by the **Student Union of the University of Economics** in the academic years **2021–2022, 2022–2023, and 2023–2024.**
- Recognized as **Outstanding Marketing Employee at Danawatch** in **2024 and 2025.**