

Thao Nguyen Do

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Education

Diplomatic Academy of Vietnam	Hanoi, Viet Nam
Bachelor of International Business, Faculty of International Economics	2021 - 2025
GPA: 3.52/4.0	
Merit Scholarship - for academic excellence and active participation	
University of Adelaide	Adelaide, South Australia
International Master of Business Administration – Marketing	February 2026

Experience

Global Glory - Import and Export Commerce Joint Stock Company	Viet Nam (Full - time)
Marketing Staff - Philippines Market	July 2025 - December 2025
• Coordinated influencer campaigns on Shopee & TikTok with 500+ Filipino Key Opinion Consumers, generating 100+ orders per video and expanding brand reach.	
• Optimized content strategy and audience targeting, supporting Facebook & TikTok Ads, increasing personal monthly revenue from 200K PHP to 1.4M PHP (+600%).	
• Contributed to team revenue and accounted for ~15% of total team performance, showcasing strong ability to drive measurable business results.	
Viet Nam Central Fine Arts Joint Stock Company	Hanoi, Viet Nam
Marketing Intern	October 2024
• Researched social media trends and analyzed customer behavior.	
• Assisted in design and content adaptation to increase audience engagement.	
• Supported marketing team in campaign planning and task execution.	
Miss Terry Escape Room	Hanoi, Viet Nam
Customer Support / Reception	July 2023 - December 2023
• Provided bilingual customer support and assisted in daily operations, ensuring smooth workflow and positive client experience.	

Leadership & Activities

0% Alcohol Youth Network	Hanoi (Remote)
Event Leader	April 2024 - March 2025
• Led youth engagement activities, coordinating a team of 10+ members to execute events and initiatives successfully.	
• Organized events with over 100 participants in 2 weeks, ensuring smooth operations and high engagement.	

Skills

- Influencer Marketing
- Content Optimization
- Market Research
- Customer Service
- Project Coordination
- Event Planning
- MOS Certificate
- Facebook & TikTok Ads
- Digital Tools (Canva, CapCut)