

# Thao Nguyen Do

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## Education

### Diplomatic Academy of Vietnam

Bachelor of International Business, Faculty of International Economics

GPA: 3.52/4.0

Merit Scholarship - for academic excellence and active participation

Hanoi, Viet Nam

2021 - 2025

### University of Adelaide

International Master of Business Administration – Marketing

Adelaide, South Australia

February 2026

## Experience

### Global Glory - Import and Export Commerce Joint Stock Company

Marketing Staff - Philippines Market

Viet Nam (Full - time)

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

Marketing Intern

Hanoi, Viet Nam

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

Customer Support / Reception

Hanoi, Viet Nam

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

Event Leader

Hanoi (Remote)

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)