BÙI TUẤN AN

Marketing Executive · Digital & Brand
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PROFILE

3+ years of in-house marketing for education and F&B. Plans content and visuals for social, web and print; runs events that bring families on site; hands-on experience with Facebook seeding and telesales. Trained in GA4, Google Ads and Meta Ads through the Google Digital Marketing & E-commerce certificate and two personal projects. Built photography partnerships with **3** partners, with estimated savings of nearly **VND 200M**.

EXPERIENCE

The American School — Ho Chi Minh City
Graphic Designer · Creative & Partnership Marketing — Apr 2024 – Present

- Helped deliver the year-round admissions strategy (Open Day, events, social content), contributing to meeting enrolment KPIs **2** years in a row with **300** new students over the past 2 years; the Nov 2026 Open Day alone has **70+** family registrations.
- Produced end-to-end visual campaigns for two school runs: TAS Sport Day 2025 "Miles for Smiles", a charity run, and TAS Fun Run 2026, an inter-school run with **4** distances including a family relay, across social, print and on-site signage.
- Built a photography partnership with **3** partners (Palm City, Picture Perfect, School Photo), coordinating vendors and negotiating terms to save an estimated **VND 200M** against reference quotes.
- Negotiated with Palm City to host its residents' sports day on the TAS campus, bringing **~200** residents on site and passing prospective-student leads to Admissions.
- Created **7+** posts a month for a **14,000+**-follower Facebook page, plus visuals for seasonal events (Tet Fair, Mid-Autumn, Christmas, Summer/Winter Camp).
- Led the 2025–2026 Yearbook from blank layout to print: **250+** pages featuring **600+** students.

The Vagabond Pâtisserie & Café — Ho Chi Minh City
Marketing Designer — Oct 2023 – Mar 2024

- Designed **10+** social posts a month, POSM (menus, posters, packaging) and website content, keeping visuals consistent across social, web and in-store.

DOL English · IELTS Đình Lực — Ho Chi Minh City
Graphic Designer — Feb 2023 – Jul 2023

- Contributed to DOL English's SEO blog project, producing **20+** infographics that turned IELTS lessons into scannable visuals for search readers.
- Designed social posts and memes on a weekly content calendar, delivering every piece on time for campaign launches.
- Produced recruitment visuals and book layouts for the marketing and communications teams.

Gomi Corporation — Ho Chi Minh City
Customer Service Officer — May 2021 – May 2023

- Ran telesales and Facebook outreach to advise customers, close orders and confirm them by phone and online.
- Seeded content in Facebook groups and communities to spark conversations around products and campaigns.
- Checked sales and customer data and compiled daily progress reports for the team.
- Ran service surveys, resolved complaints and relayed customer feedback to management and other departments.

PERSONAL PROJECTS

- **Google Merchandise Store:** Analyzed GA4-style data to build a **4**-week content plan and **3** cart-recovery emails.
- **Nắng Mai Summer Lab:** Planned a summer enrolment calendar from a Google Trends-style interest index, with **12** captions and **3** parent emails.

EDUCATION

Hoa Sen University — Ho Chi Minh City
Bachelor of Marketing — Expected 2027

- GPA to date: **3.72/4.00** (8.82/10)
- Certification: **Google Digital Marketing & E-commerce Professional Certificate**

SKILLS

- **Digital Marketing & Data:** GA4, Google Ads, Google Search Console, Google Trends, Meta Ads Manager, Meta Business Suite, Mailchimp, Google Sheets
- **Content & Community:** Social content planning, Facebook seeding, copywriting (VI/EN), email marketing, telesales
- **Brand & Creative:** POSM, print layout, website updates, photography, retouching
- **Partnerships & Events:** Vendor sourcing, negotiation, Open Day and school event campaigns
- **Design tools:** Photoshop, Illustrator, InDesign, Lightroom, Acrobat, Figma, Canva
- **Languages:** Vietnamese (native), English (working proficiency)