

TRAN DANG KIM NGUYEN

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My passion for communication drew me to public relations and marketing, where I have worked in multiple projects with people from all levels of expertise across a range of industries, including retail, education, and technology.

WORK EXPERIENCE

SEPT 2021 – PRESENT

BRAND AMBASSADOR, NOTION

- Positively representing the brand in a myriad of settings through action and demeanour.
- Utilizing word-of-mouth marketing to help naturally generate brand awareness.
- Participating in product and event marketing such as launches and demonstrations.
- Communicating with consumers on product feedback and listening for recommendations.
- Being an opinion leader on product development.

Key achievements:

- Building the [second largest community for Notion users in the world](#) with 210k+ active members.
- Speaker at Notion Office Hours: [Scaling a community from 0-100k with Notion Vietnam](#).

APRIL 2023 – PRESENT

FOUNDER - COMMUNITY MANAGER, CUONG PHONG HOI DISCORD

- Building a community in the topic of Cross-border Ecommerce on Discord with nearly 7,000 members in one month
- Building and nurturing vibrant online communities by daily moderating.
- Creating engaging and inclusive environments where users can connect, collaborate, and thrive.
- Planning and organizing online and offline events.

MAY 2022 – DECEMBER 2021

CONTENT CREATOR, FREELANCE

- Researched and created over 20 posts on Blockchain and Crypto topics.
- Analyzed and synthesized reports/ materials for Facebook posts.

Key achievements:

- Building a [community for Crypto Marketing enthusiasts](#) with 7,6k+ members.
- Speaker at S.H.E Blockchain Hanoi Opening Ceremony.

JAN 2022 – MAY 2022

COMMUNITY MANAGER, X8-GUILD

PART-TIME

- Contributed ideas to marketing campaigns, conducted research and analysed data to identify and define audiences
- Compiled, distributed and presented ideas, information and strategies

Key achievements:

- 1500% growth in number of members in [Facebook community](#)

FEB 2022 – MAY 2022

MARKETING EXECUTIVE, X8-GUILD

PART-TIME

- Worked in the company's marketing department building strategies to increase brand awareness
- Organized, implemented and managed engaging marketing campaigns on numerous outlets, like emails, videos, blog articles and social media platforms
- Collaborated with the sales and development teams to learn more about the product and to better understand the needs and goals of consumers.
- Executed cross-marketing campaigns with various partners

Key achievements:

- Built an [organic Twitter Account](#) with 2,000 followers in 2 weeks.
- Worked and suggested cross-marketing PR campaigns with over 15 partners.

EDUCATION

2021 -2025

INTERNATIONAL BUSINESS AND ECONOMICS, FOREIGN TRADE UNIVERSITY

GPA: 3.76/4.0

Honors and Awards:

- Outstanding students in 2022 issued by School of Economics and International Business

ACTIVITIES

MAR 2021 - PRESENT

ADMINISTRATOR, NOTION VIET NAM

- Successfully built and managed an online community of more than 230k members.
- Utilized effective communication and engagement strategies to foster a positive and inclusive community environment.
- Developed and implemented community guidelines and moderation policies to ensure adherence to standards of conduct and prevent disruptive behavior.
- Encouraged user-generated content and facilitated discussions that drove engagement and promoted a sense of community among members.
- Analyzed community metrics and trends to inform strategic decision-making and optimize performance.
- Collaborated with other team members and stakeholders to coordinate events and initiatives that enhanced the value of the community and strengthened its brand.

NOV 2021 - PRESENT

FOUNDER & ADMINISTRATOR, LÀM ĐƯỢC GÌ NÊN HỒN CHƯA

- Successfully created and managed an online community of nearly 30k members focused on self-development and personal growth.
- Fostered an engaging and supportive community environment by facilitating conversations, sharing resources, and encouraging member participation.
- Developed and enforced community guidelines and policies to promote a safe and respectful space for members to learn and grow.
- Utilized social media and other platforms to promote the community, attract new members, and increase engagement.
- Conducted regular data analysis and community surveys to understand member needs and preferences, and adjusted community strategy accordingly.
- Collaborated with other community managers and content creators to create high-quality resources and programming to enhance the community experience.
- Utilized community feedback to generate new ideas, expand community offerings, and develop partnerships with relevant organizations

DEC 2022

MEDIA AMBASSADOR, CYBERKID

- Served as media ambassador to increase awareness of "Vai trò của năng lực số đối với thanh thiếu niên trong việc phát triển bản thân" Webinar
- Created and distributed press releases, media pitches, and other communications materials to effectively convey the project/organization's mission and goals.
- Worked with media outlets and journalists to secure coverage and publicity for the project/organization, resulting in 3,000+ impressions, 120 signups.

SEP 2022

MEDIA AMBASSADOR, AIESEC VIETNAM

- Served as media ambassador for AIESEC, an international non-profit organization focused on developing youth leadership and global citizenship, in AIESEC's Virtual Professional Program.
- Utilized social media and other online platforms to further promote AIESEC and engage with supporters and stakeholders.

JUL 2022

MEDIA AMBASSADOR, RMIT FINTECH CLUB

- Served as media ambassador for the RMIT Fintech and Blockchain Competition, organized by the RMIT Fintech Club to promote innovation and entrepreneurship in the fintech industry.
- Created and distributed press releases, media pitches, and other communications materials to effectively convey the project/organization's mission and goals.
- Provided regular updates and reports on media coverage and engagement metrics to project/organization leadership to inform future communications and outreach efforts.

AWARDS

- **3rd Prize** at WEB3HACKFEST Native Track by NEAR APAC
- **Runner-up** at Oraichain Hackathon by Oraichain Vietnam
- **Champion** at Hackyouth 2023 – MedTech theme organized by UpYouth
- **First Runner-up** at Beauty and Charm 2022 issued by FTU Student Council
- **Merit Award** at Polyhack Hackathon 2023 issued by Hongkong Polytechnic University
- **Top 30** at Business Hackathon 2022 by TEC FTU
- **Top 40** at Top Marketers by Tomorrow Marketers

TECHNICAL SKILLS

ADVANCED MICROSOFT OFFICE

Word, Excel, Powerpoint

BASIC DESIGNING & VIDEO EDITING

Canva, Adobe Photoshop, Illustrator, Premiere Pro

RESEARCH (STORYTELLING WITH DATA, ANALYSIS,..)

Excel, Python, R

BASIC CODING

Python, C, JSON, CSS

LANGUAGES

VIETNAMESE

Native Proficiency

ENGLISH

Professional working proficiency

Certificate: 8.5 IELTS ACADEMIC

FRENCH

Elementary Proficiency