



TRẦN TÔN NỮ THỤC ANH

Results-driven Marketing Executive with 3+ years in brand marketing, e-commerce, and beauty industry project execution. Proven track record of planning product launch events, managing end-to-end merchandise production, coordinating multi-channel media plans, and leading cross-functional teams. Thrives in fast-paced environments demanding both strategic thinking and meticulous follow-through.

CONTACT

Number/Zalo
(+84)797038080

Email:
thucanh.ttn@gmail.com

Address
D2, Ho Chi Minh City, Vietnam

ACHIEVEMENTS

- Second-ranked graduate in Business Administration - UEF
- Top 1 Merit Scholarship 2023-2024
- Certificate of Outstanding contribution to the UEF's extracurricular activities 2021-2025
- Student of 5 Merits University 2022-2023 & 2023-2024
- Top 20 48H Hackathon 2021 RE- Organization
- Top 20 Z-Marketer 2023
- Project Design UEF - Excellent Innovation Project 2023

SKILLS

- Leadership & Teamwork
- Problem-solving
- Communication
- Adaptability
- Creative Thinking
- Project management
- Microsoft Excel, Google Sheets, Canvas

PORTFOLIO

[LINK](#) (Google Drive)

EDUCATION

University of Economics and Finance Ho Chi Minh City 2021 - 2025

- Bachelor of Business Administration: GPA 3.7/4.0 - second-highest-ranking graduate
- 50% scholarship 4 continuously years
- Top 1 Merit Scholarship 2023-2024: GPA 4.0/4.0

EXTRACURRICULAR ACTIVITIES

AISEC - SOUTHERN YOUTHSPEAK 2022

Student Brand Ambassador

- Supported the organizers to engage the students in HCMC to the conference
- Contributed to attracting the participants which led to increase to 1000+ participants

WORKING EXPERIENCES

L'ORÉAL VIETNAM June 2025 - Present

Project Marketing Executive (Kérastase & L'Oréal Professionnel)

- Scaled video quantity for TikTok & Shopee by 150% within 2 months, significantly enhancing engagement & increase 3% GMV.
- Managed end-to-end merchandises production with vendors and ecom platform listings, maintaining 100% catalog integrity and visual consistency.
- Developed creative concepts and executed a major offline launching event for Serioxyl - "Độ tốc tốc độ", executed events of Kérastase (Gloss Absolu, Elixir Ultime).
- Managed the online launch project for the new brand Matrix (Jul'26): establishing online visibility and informations, ensuring adherence to brand guidelines across all platforms.

Online Brand Intern

- Spearheaded the briefing and coordination of ~40 monthly visual assets (SIS, PDP, CPAS, banners) with design teams, ensuring 100% compliance with brand guidelines.
- Planned, executed and optimized 100% CEM/CRM, Shopee video plans, ecom visibilities, driving 3-5% GMV/month.
- Coordinated high-profile brand collaborations (Instax, Sony, Logitech) for top spenders.
- Supported content planning and creative production for TikTok videos.

JOETSU SKIING RESORT (JAPAN) Nov 2024 - Apr 2025

Hospitality Intern

- Optimized restaurant workflows and collaborated cross-functionally with housekeeping during peak seasons to ensure seamless guest experiences.

ESTÉE LAUDER COMPANIES May 2024 - Nov 2024

Cloud (Ecom) Beauty Advisor - Freelance BA

- Hosted daily livestream sessions showcasing Estée Lauder's products, consistently achieved 100-130% of monthly KPIs
- Collaborated with the Ecommerce and Marketing team to align livestream content with seasonal campaigns, holiday promotions, and new product launches

L'ORÉAL VIETNAM Nov 2023 - Feb 2024

Brand Ambassador Livestreamer - TikTok

- Co-created promotional content videos and led engaging TikTok livestreams, achieving top-tier sales KPIs (125% in Nov, 120% in Dec).

BARESOUL COSME Nov 2022 - Oct 2023

Online Marketing & Key Account Staff

- Content & Brand Marketing: Grew TikTok to 9K+ followers; managed KOL/KOC partnerships & affiliate campaigns, achieving 120% KPI.
- B2B Sales & Operations: Developed 80-100 client pipeline; negotiated contracts & managed distribution for Hasaki, Watsons, Guardian.
- Livestreaming: Hosted monthly livestreams on TikTok & Shopee, delivering 100%+ sales targets.