

MINH KHANG

MARKETING STUDENT | ASPIRING MARKETER

lehuynhminhkhang19@gmail.com linkedin.com/in/minhkhanglh

ABOUT ME

I am a senior marketing student with hands-on experience in IMC strategy, consumer insights, market research, and digital marketing through national marketing competitions and real-world projects. Experienced in developing marketing solutions for brands from identifying consumer insights to building strategic directions and execution plans. I am eager to work in a dynamic marketing environment where I can apply my strategic thinking, strengthen my digital marketing capabilities, and contribute to impactful campaigns while continuously learning from real-world business challenges.

EDUCATIONAL BACKGROUND

University of Economics and Law (Vietnam National University - Ho Chi Minh City)

- Bachelor of Marketing
- GPA: 3.40/4.0
- Language: Vietnamese (native), English (advanced)

PROFESSIONAL EXPERIENCE

E-commerce planning & operations intern | Accesstrade Vietnam | 2025 - 2026

Monitored and optimized affiliate marketing campaigns by analyzing conversion data, traffic, CTR, and user behavior to improve campaign performance and ROI **(supporting GMV 8+ billion VND)**.

NATIONAL MARKETING COMPETITIONS

Finalist - Top 4 | SMaze25 Competition | March 2025 - June 2025

Brainstormed a new product concept for PNJ's gemstone collection, proposed a comprehensive IMC plan and social media strategy, integrating market analysis, consumer insights and execution plan.

Semi-finalist - Top 24 | CMO Think & Action 2026 | May 2026 - June 2026

Developed an IMC plan for Colorkey's SPF cushion, covering market analysis, consumer insights, strategic direction, execution, budgeting, and KPI measurement.

Top 32 | Marketing Arena 2026 | May 2026

Developed an IMC plan for ZaloPay's QR payment, integrating market analysis, consumer insights, product concept development and execution planning.

EXTRACURRICULAR ACTIVITIES

Head of Event - HR department | Marketing UEL Club | September 2023 - September 2025

Led a team of **20+ members** to plan and execute Digital Creatory 2025 Competition **(800+ participants)** and Workshops **(200+ participants)**.

SKILLS

Specialized skills: IMC planning, Market research, Consumer research, Digital marketing, Affiliate marketing, Event organizer.

Soft Skills: Presentation, Problem-solving, Teamwork, Cross-cultural communication, Good adaptability.