






Lucy Nguyen

MARKETING ASSISTANT

CONTACT

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-  [Website Portfolio](#)

PROFILE

As an experienced professional in the field of Marketing, I possess a diverse skill set that combines both soft and technical skills essential in an effective workplace. Throughout my career, I have demonstrated my ability to adapt to various challenges, maintain a hands-on and solution-oriented approach, foster team coordination and collaboration, and engage in cross-functional work.

EDUCATION

Master of Marketing

Macquarie University Oct 2023

Bachelor of Business

Deakin University July 2022

- Major: Entrepreneurship and Innovation.
- Minor: Marketing.

SKILLS

[Hootsuite Platform Certification](#)
[Social Media Marketing Certificate](#)
Microsoft Skills
SAP Business One

WORK EXPERIENCE

MARKETING | ADMIN ASSISTANT

Lifeline Australia, Sydney

Jul 2022 - Jul 2023

Marketing Assistant:

- Supported marketing activities and campaigns. Successfully delivered The Voice Campaign, Service Referendum, 13YARN's National Launch, Monthly Newsletters, and Resources Building.
- Generated monthly Project, Marketing, and Board Reports that received high recognition from both managerial personnel and board executives.
- Managed various inquiries boxes and maintained smooth communications with external stakeholders. In the first month of work, successfully generated a mailing list of over 200 new contacts and built the Mailchimp subscription list from 600 to 1200 subscribers in 4 months.
- Took the lead in internal resource building and 2 website developments.

Administrative Assistant:

- Provided administrative and clerical support to the team on different projects and ongoing tasks.
- Organised and maintained files and records at a high level to assist with internal and external coordination.
- Served as a central point of contact for internal and external stakeholders, including clients, colleagues, and vendors. Some organisations I had worked with: R U Okay, Department of Health, Can Print, 33Creative, Wayne Quilliam, Blacklock Media, Good Things, Woven Thread...

MARKETING ASSISTANT

SW Education, Melbourne

Mar 2022 - Jun 2022

- Planned and created content for interactive campaigns on social media and public relations.
- Plan out and execute occasional events across the community and stakeholders.

DIGITAL MARKETING MANAGER

VSM - Vietnamese Students in

Melbourne Association, Online

Oct 2020 - Present

- Manage and develop Marketing strategies to increase the audience engagement to the Facebook group, whose members increased by 10,000 in the first quarter.
- Report quarterly Marketing proficiency to the Board of Directors and make suggestions to boost the Marketing efficiency.
- Plan out and execute occasional events across the community and stakeholders.

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Through my experience and qualifications, I have developed a strong foundation in marketing principles and strategies, which I have consistently applied to deliver successful outcomes in various projects.

Furthermore, my values and approaches are always human-focus, solution-orientation and proactiveness.

I look forward to applying my skills and knowledge in a new professional environment where I can make a meaningful contribution and continue to thrive as a marketing professional.

REFERENCES

13YARN National Manager

Marjorie Anderson
Marjorie.Anderson@Lifeline.org.au
0439 706 184

13YARN Marketing Manager

Nikita Ridgeway
Nikita.Ridgeway@Lifeline.org.au
0406 121 521

13YARN Service Delivery Lead

Dallas Taylor
Dallas.Taylor@Lifeline.org.au
0421 438 914

Lifeline CX Solution Architect

Imee Banzon-Anciano
Imee.Banzon-Anciano@Lifeline.org.au

MARKETING ADMINISTRATIVE ASSISTANT

VinFast JSC - Car Manufacturing,
Viet Nam

Oct 2021 - Feb 2022

Assistant to Global Chief Marketing Officer:

- Liaised with other departments' Chief Officers and assisted in large-scale business growth decisions.

Project Assistant:

- Tracked and coordinated tasks for the whole team across Viet Nam and the US.

Administrative Assistant:

- Managed monthly inventory management, customer service, internal process, and legal reviews on paperwork and contracts.

- Achievements:

In the first working month, KPIs were exceeded by 200%.

MARKETING INTERN

Vinhomes LLC - Real Estate,
Viet Nam

Oct 2019 - Mar 2020

- Supported all functions within the Marketing department, including Digital, Branding, Sales, Marketing Operations, Marketing Administration.
- Handled the paperwork and administrative tasks, including Partner Relationship Management, Employee Satisfaction, paperwork between stakeholders.

SOCIAL MEDIA LEADER

Lumos Event Chain - Social Events,
Viet Nam

Jun 2017 - Jun 2018

- Led team of 15 to run all communications - media activities for 3 big continuous events over the year.
- Handled multiple digital social accounts.

- Achievements:

Successfully attracted 5000 participants from 12 high schools across the city.