

# HUYNH PHAT TRIEU PHAN

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## SUMMARY

Results-driven Business Marketing student at George Brown College with hands-on experience in social media growth, content creation, and community/event marketing. Proven leadership in managing cross-functional teams, delivering 10+ large-scale events, and increasing social media following by 65% through strategic content planning and consistent branding. Passionate about digital marketing, storytelling, and building online communities. Seeking internship/entry-level opportunities in Social Media, Content Marketing, or Digital Marketing.

## SKILLS

- Social Media Content Creation (Instagram, Facebook, TikTok)
- Digital Marketing & Brand Storytelling
- Content Planning, Scheduling & Community Engagement
- Market & Competitor Research
- Event Marketing & Coordination
- Tools: Canva, Meta Business Suite, Microsoft Excel, PowerPoint

## EDUCATION

George Brown College ( 2024 – Expected 2027)

Advanced Diploma in Business Administration – Marketing

- GPA: 3.3 / 4.0

Relevant Coursework:

- Principles of Marketing, Consumer Behavior, Digital Marketing Fundamentals, Market Research

## PROFESSIONAL WORK EXPERIENCE

### YENSO (ANL Trading)

Toronto, Ontario

Digital Marketing & Brand Assistant | November 2024 – Present

- Created and managed social media and website content, including image-based product posts on Facebook (3 posts/week) and blog content (2 articles/week) to support brand visibility and product education.
- Planned and scheduled content using weekly content calendars, coordinating with a Vietnam-based creative team to produce visuals and videos efficiently.
- Monitored engagement performance and collaborated with the CEO to refine advertising direction and content strategy based on audience response.
- Conducted in-depth competitor, market, and customer research (20+ brands) to analyze pricing, product gaps, communication strategies, and customer preferences, informing both product improvement and marketing positioning.
- Supported product R&D and marketing strategy by researching product concepts and ingredients, applying insights to product enhancement and promotional planning.

### Freelance Event Planner & Content Creator

Remote

Marketing Coordinator | July 2023 – June 2024

- Developed promotional content and campaigns for 4–5 clients, primarily for small events and weddings, focusing on increasing brand awareness.
- Collaborated with clients to create event concepts, write captions, and develop storytelling content for social media promotion.

### FDN-EVENT

Da Nang, Viet Nam

Event Management Club | Sept 2020 – June 2023

- Led a team of 60+ members to organize 10+ successful on-campus and public events, strengthening community engagement.
- Increased the club's Facebook following by 65% through strategic content planning and consistent branding

### Phong Cach Hotel

Hoi An, Viet Nam

Hotel Manager - June 2021 - August 2022

- Supervised daily operations, ensuring high-quality guest experiences and staff efficiency.
- Led a team of 10+ employees, overseeing scheduling, training, and conflict resolution.

### Kernel's Popcorn

Toronto, Ontario

Customer Service Associate - April 2024 - Present

- Delivered fast-paced customer service, handled POS transactions, and maintained accurate cash handling
- Supported daily operations including product presentation, inventory restocking, and store cleanliness

## PROJECT & VOLUNTEER EXPERIENCE

### F-Loves

Da Nang, Viet Nam

Co-Founder and Manager of F-Loves | June 2023 – August 2024

- Raised over \$5,000 in donations for underprivileged youth.
- Managed a cross-functional team responsible for marketing, logistics, and volunteer coordination for a charity music festival with 1,000+ attendees.

### Thoáng Yêu – Music Video Project

Da Nang, Viet Nam

Production Director & Head of Communications, Actor

- Oversaw the end-to-end production and communication strategy for the original music video Thoáng Yêu, launched across SoundCloud, Spotify, and YouTube.