



Bc. Chau Nguyen (Čou)

Digital Marketing Specialist | Can start on July 1st, 2021

Chau loves creating content that matters. Her content has boosted a company's social media followers by 2000% in 2 years and simplified career development for over 100,000 employees globally. Chau will graduate from VŠFS with an Mgr. in Marketing Communication in June 2021 and is looking for a **full-time position** in marketing and communications in Prague starting on **July 1st, 2021**.

PROFESSIONAL EXPERIENCE

SAP Services s.r.o., Prague — HR Global Talent Delivery Intern

JUL 2020 - JUN 2021

Develop [visual guides](#) and animation [videos](#) (Vyond) for career development

Support a global team in website development (SharePoint) to simplify career planning by enabling 100,000+ SAP employees to compare job profiles

Czech Viet s.r.o., Prague — Marketing Specialist

JUL 2018 - JUL 2020

Accelerated the company's Facebook followers from 500 to 10,000 within 2 years by writing daily [articles](#) (WordPress), creating [infographics](#) (Canva) and [videos](#) (Premiere)

Executed Facebook campaigns for 100+ businesses; analyzed and reported the campaign results to the clients (FB Ad Manager, Google Analytics)

Anglo-American University, Prague — Content Specialist

JUN 2017 - OCT 2018

Boosted student participation in school events by 50% by email marketing (MailChimp, Salesforce), [articles](#) for web portals (WordPress, SEO), print newsletters, and survival guides (InDesign)

EDUCATION

University of Finance and Administration, Prague — Master's in Marketing Communication (English program)

SEP 2019 - JUN 2021

Developed a [website](#) for university research on sustainable consumption. Co-authored a book on the same topic. Composed a thesis on Marketing Localization Strategies for Foreign Brands in China

Anglo-American University, Prague — Bachelor's in Journalism and Media (English program)

SEP 2015 - JUN 2019

Headed a team of 20 journalists and oversaw the [online and print publication](#) as the editor-in-chief of the university's student magazine "Lennon Wall"

CONTACT

Location: Prague, Czech Republic

Telephone: (+420) 770 640 241

Email: chau.ng117@gmail.com

Portfolio: chaupraha.com/portfolio-2021

Linkedin:

linkedin.com/in/chau-nguyen-117abc

SKILLS

[Content writing](#) (WordPress, SEO, HTML, CSS)

Communication skills

Email marketing (MailChimp)

Project Management (Planner, Ruum, Trello)

[Graphic Design](#) (Canva, InDesign, Illustrator)

[Video Production](#) (Premiere, Vyond)

AWARDS

Best Journalism Thesis (2019)

Journalism Student of the Year (2018)

Outstanding Scholar (2018)

Outstanding Leader (2018)

Distinguished Artist (Photography) (2018)

LANGUAGES

English (C2)

Vietnamese (native)

Chinese (C1)

Czech (B1)

CERTIFICATIONS

[SEO Complete Training](#) (Udemy, 2020)

[Digital Marketing Analytics](#) (Coursera, 2020)

[Excel Skills for Business: Advanced](#) (Coursera, 2020)