



DƯƠNG TÀI PHÁT

Digital Marketing

INTRODUCE

A Marketing student at the Foreign Trade University, who has completed their studies and is ready for full-time employment.

Possesses a background in market analysis, consumer behavior, and digital marketing through academic and personal projects.

Aspiring to develop in the field of Digital Marketing, particularly in activities related to social media, content creation, and campaign performance optimization. Ready to work full-time and learn quickly in a real-world environment.

CONTACT

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HCM

SKILLS

- Market research & consumer analysis
- Basic content marketing
- Basic SEO knowledge (on-page)
- Basic data analysis using Excel
- Understanding user experience
- Basic knowledge gg ads, Facebook ads, edit basic video Canva

KNOWLEDGE

School: Foreign Trade University
Department: Business administration
Field: Marketing

EXPERIENCE

Social Media Marketing Analysis (TikTok) – Academic Essay

- Analyze content strategy and how to use trends and hashtags to increase reach.
- Evaluate engagement based on likes, comments, and shares.
- Draw insights into Gen Z user behavior on the TikTok platform.

Digital Marketing & Website Analysis – Innocent Drinks

- Analyze the user experience on the website, including usability and accessibility.
- Evaluate on-page SEO factors and website content structure.
- Analyze the customer journey through elements such as the FAQ.
- Propose solutions to improve website performance and user engagement.

Personal Project – Website Design (Wix)

<https://k61no2312459030.wixsite.com/tphat-eportfolio>

- Design and build a personal website for academic purposes using Wix.
- Organize content logically and consistently with brand direction.
- Apply basic UX/UI principles and optimize user experience.

CERTIFICATE

-IELTS Academic 6.0 (05/2025)

-Microsoft Office Specialist (MOS): Word, Excel, PowerPoint