

Ho Nhat Duy

Content Specialist



A tech-savvy have
mastered multiple writing
forms for 8 years.

experience

Content Specialist • Got It Vietnam 2022–2025

- Created content for **gotit.vn** landing pages, blog posts, and other marketing materials related to SaaS offerings.
- Managed social accounts and created content for daily postings.
- Assisted the product department in creating UI content for P2P products, internal tools, and customer campaigns.
- Involved in new products/services development.
- In charge of testing UX for company products.

Content Marketer • Platfarm Korea Inc. 2018–2021

- Created content ideas for **zookiz.vn**'s comic, animation clip, sticker packs, web app.
- Built character fictional personas.
- Prepared marketing campaigns content.
- Prepared project proposals to B2B clients.
- Responsible for implementing IPs for clients.

Jr. Content Executive • Galaxy Cinema 2017–2018

- Manage and grow digital platforms including Facebook, YouTube, website (**galaxycine.vn**).
- Research and optimize website content to improve SEO rankings.
- Engaged with movie fan community.

education

BA of English Pedagogy
Bac Lieu University
Graduated in 2018

contact

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skilled

- Content Strategy and Planning
- Audience Research & Empathy
- CMS Administration
- Storytelling
- Copywriting
- Basic Graphic Design

tools I use

Multimedia:

Figma, Photopea, Canva, CapCut,
Proshow Producer

Web:

Google Analytics, Plausible

Best of:

Facebook, Linkedin, Zalo OA and all
kind of web platforms

portfolio

www.nhatduy.xyz