

HUỶNH ANH THƯ



PERSONAL DETAIL

- Gender: Female
- Date of birth: 09 May 1996
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EDUCATIONAL QUALIFICATION

- Bachelor's degree in Marketing communication from the University of Finance & Marketing | 2014 - 2018
- Manual testing course certificate at WeTest | Nov 2022
- Copywriter certificate by Vietnam Marcom | Jun 2020
- 2D graphic designer certificates by Computer science center, University of Science - HCMC | Jun 2018

PROFESSIONAL SUMMARY

- Manual test experience (Web app, mobile app)
- Knowledge of SDLC and Agile methodologies
- Knowledge of Bug Life cycle, and report Bug by Jira
- API testing by Postman
- Knowledge of SQL, Figma
- Spoken/Written languages: Vietnamese, Fluent in English (TOEIC: 500/ 990)

SOFTWARE

Documentation: Microsoft Office, Postman, My SQL Workbench, Figma

OPERATING SYSTEMS

Windows, Android, iOS

PROFESSIONAL EXPERIENCE

October 2022 – November 2022: Practice real stimulation test on the WeTest education center

Company: WeShop

Project 1: Weshop apps - Manual Testing

Sizing: 5 members

Project Description: Weshop apps is the largest database for shopping for various kinds of things. Therefore, this platform needs testing to ensure stability and user-friendliness.

Responsibility:

- Estimate tasks
- Create test cases based on user's stories and app model flow
- Review test cases for other members of the team
- Execute test on the web, iOS, and Android

- Log bug in Jira

Project 2: Simple tool rental - API Testing

Sizing: 5 members

Project Description: Simple this platform needs testing to ensure stability and user-friendliness.

Responsibility:

- Create test cases based on documents
- Execute test on Postman
- Log bug in Jira

2021 - Present

Company: Indochine Wellness Co.Ltd,

Company description: Indochine Wellness is an exclusive distributor of Technogym - a premier world leader in gym equipment solutions - in Vietnam & Myanmar.

Position: Digital content executive

Responsibility:

- Manage all creative resources, plan & execute content (bilingual: English - Vietnamese) for social channels (Facebook, Instagram, LinkedIn, Youtube) and Promotional & informational materials such as press releases, brochures, print ads, TVC, etc.
- Follow lead generations, and content performance for testing various ideas to get customers' insight and achieve the best results.
- Create annual/quarterly/monthly marketing plans and reports based on CRM (Advertising & Promotion activities, brand campaign, local store marketing, etc.); also maintain routine updates of the plans. Own their implementation from ideation to execution.
- Coordinates with the Marketing team to issue/ promote newsletters, social, email marketing (using MailChimp), etc.
- Research best practices & trends from Vietnam industries, and competitors to adapt quickly.

2020 - 2021

Company: Mitsubishi Chemical Cleansui

Company description: Mitsubishi Chemical Cleansui is one of the top Japanese water purifiers.

Position: Content Executive

Responsibility:

- Manage all creative resources, and social channels and create the content (propose ideas, content direction, and plan)
- Monitor the latest trends in social media to work closely with the internal team to execute relevant tasks (content, visuals, and videos)

2017 - 2019

Company: Broadcast Media

Company description: Broadcast Media is an agency working mainly in PR and social media for mostly hi-tech brands, typically Dell, Canon, RealMe, etc.

Position: PR & Social media specialist

Responsibility:

- Work closely with clients and colleagues to propose ideas (online & offline campaigns), plan, execute and follow up activities/programs for the brand. Manage social media channels and support users online
- Deal and create content for influencers/KOL to promote clients' brands on social media and follow campaign communication plans, especially in the gaming industry. For example, I coordinator and manage the Dell activation booth in MSI 2019
- Connect with organizations to create small events for clients
- Monitor the latest trends in social media in order to improve campaign performance