

Mia Ngo

London, United Kingdom

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PROFESSIONAL PROFILE

A goal-oriented student currently pursuing a BA in Marketing with Advertising and Digital Communications. My studies have given me a strong foundation in digital marketing skills. On top of my academic studies and work experience, I have a background in SEO and sale service, have demonstrated on strong work ethic academically and professional experience by previous part-time jobs.

CORE SKILL

- Content Marketing
- SEO
- Microsoft Office (Word, Excel, Powerpoint)
- Canva

SOFT SKILL

- Communication
- Time management
- Teamwork/ Collaboration
- Adaptability
- Problem-solving

WORK EXPERIENCE

Chloe Nail Spa, London, United Kingdom | Administrative Assistant

Oct 2022 - Present

Luxury nail shop based in Chelsea

- Stay ahead of industry trends, incorporating the latest nail design and techniques to keep the salon at the forefront of the luxury nail market.
- Spearhead dynamic advertising campaigns, focusing on exclusive discount and loyalty programs for special events,
- Optimize the marketing budget for maximum impact.
- Lead by example, training staff in excellence to maintain the salon's prestigious image
- Conduct in-depth market research to understand evolving customer preferences, enabling tailored service offerings that resonate with our distinguished clientele.

69M Holdings Joint Stock Company, Hanoi, Vietnam | SEO Marketing Assistant

Jan 2021 - Dec 2021

Business consulting and services company in the E-commerce industry

- Constantly refine product titles and descriptions, incorporating high-traffic keywords to improve search visibility on Amazon.
- Employ advanced tools and techniques for ongoing keyword discovery and optimization to ensure top placement in Amazon search results.
- Craft and execute a content marketing strategy that complements SEO efforts, increasing organic search traffic and customer engagement.
- Manage the 5-member team towards exceeding sales targets, gaining team's achievement of "Sales of the Month" award consecutively in June and July, reflecting the highest KPIs in product sales driven by SEO enhancements.

EDUCATION

London South Bank University, London, United Kingdom

Oct 2023 - Present

Ba (Hons) Marketing with Advertising and Digital Communications

Grade 2:1 (Expected)

ONCAMPUS London South Bank, London, United Kingdom (£3000 Scholarship)

Oct 2022 - Jun 2023

International Year 1 (Business Pathway)