



# Idea Creator

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Dien Ban Dong – Da Nang,  
Vietnam

## EDUCATION

University of Economics –  
The University of Danang

2021 – 2025

Major: Digital Marketing

GPA: 3,33/4,0

## SKILLS

Design tools: Adobe Photoshop,,  
Canva, CapCut

Office tools: Microsoft Office (Word,  
Excel, PowerPoint)

English level: 550 ToEIC

AI tools: ChatGPT, Midjourney,  
DALL·E, Gemini

Time management and self-learning  
skills

## INTERESTS

Traveling

Listening to music

I aim to develop long-term as an Idea Creator, focusing on US market research and creating Print-on-Demand ideas that can be applied and perform well, while contributing to the company's success.



[PORTFOLIO](#)

## WORK EXPERIENCE

03/2025 – Present

**TA TRADING & GARMENT DESIGN JOINT STOCK COMPANY**

**Position: Idea Creator (Shopify)**

- Research and develop POD product ideas (shirts, tumblers, blankets, etc.) for the US/EU market based on trends and customer behavior.
- Analyze niches and keywords using Google Trends, Google Keyword Planner, Amazon/Etsy Best Seller, and Semrush.
- Create about 2,800 product ideas in one year for Shopify stores.
- Work with designers to complete POD mockups and print files.
- Support product uploads on Shopify, including titles, descriptions, tags, and mockups.
- Use Facebook Ads to test concepts, images, and content, and track results to improve POD ideas.

10/2024 – 01/2025

**THE LEAD AGENCY CO., LTD**

**Position: Content Marketing Intern**

- Collect and analyze data from Facebook and competitors.
- Support content creation and campaign planning for communication channels (Website, Facebook).
- Work with designers to create suitable images and videos.
- Update content and track performance metrics on Facebook.

01/2024 – 05/2024

**GAM7 CLOTHING 2HAND**

**Vị trí: Kiến tập vị trí Marketing**

- Research store problems and suggest solutions.
- Plan communication content for social media platforms.
- Set up, take photos, and shoot product videos at the store.
- Edit images and videos for marketing use.
- Manage the Fanpage.