

NGUYEN HOANG ANH DIEM

JUNIOR BRAND STRATEGIST | CONSUMER INSIGHTS & CREATIVE STRATEGY

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A curious, creatively minded brand strategist fascinated by the contradictions between what people think, feel, and do. I believe powerful advertising begins with understanding these human tensions and finding the right creative framing to turn insight into action. With an artistic eye, an analytical mind, and a passion for research, I bridge human understanding and performance-driven thinking to shape campaigns that connect with audiences and deliver measurable growth across CRM, onsite, and social channels.

PROFESSIONAL EXPERIENCE

★ **Creative Strategy Intern, Happiness Amsterdam B.V., Amsterdam** **Feb 2026 - Aug 2026**

- Contributed to the agency's **successful ENGIE new-business pitch**, analysing energy market dynamics and distinctive brand characters to identify competitive opportunities and inform creative development.
- Synthesised competitive research across **eight QSR brands into strategic recommendations** for Quick's Brussels team to build a standout marketing campaign, while developing research-informed workshop materials to support Marktplaats' brand positioning.
- Examined evolving beauty standards through an **independent VOGUE study**, translating cultural shifts into consumer insights incorporated into a new-business pitch for a leading Benelux beauty retailer.
- Independently investigated market dynamics and consumer barriers for Vrijopnaam, **uncovering market tensions and positioning opportunities** to inform the new creative briefing that aligned with their rebranding.

Content Marketing Intern, The English Nest., Hanoi, Vietnam **Feb 2026 - June 2026**

- Created weekly branded Facebook recruitment content, translating communication objectives into audience-focused copy and visuals while maintaining brand consistency.

SELECTED MARKETING & STRATEGY PROJECTS

Marketing Project Lead - International Student Housing Campaign, The Hague International Centre **2025**

- Led a six-member team in developing Pairing Buddy, a multichannel campaign to help incoming international students navigate housing decisions; coordinated research, creative development and campaign planning.

Marketing Campaign for Heinz Mayonnaise Course Project: Heinz Mayonnaise Communication Concept Creation Professional Product for Design Thinking Project (Year 1) **2024**

- Conducted market research, focus groups, persona development, and SWOT analysis; produced and iterated campaign prototypes (influencer collaboration, email marketing concepts).

Fashion Market Research & Omnichannel Retail, Solent University **Sep 2024 – Feb 2025**

- Developed a 45-page fashion market research proposal and a phygital retail concept for Levi's, connecting sustainable fashion insights with physical and digital customer experiences.

Independent Content Creation & Personal Branding

- Created original fashion and lifestyle content across Instagram, TikTok and Threads, using platform insights to understand audience engagement; previously recorded 530K weekly Instagram views.

EDUCATION

The Hague University of Applied Sciences **Sep 2023 - July 2026**

BA, International Communication Management | Recognition: awarded the Orange Tulip/Holland Scholarship

Solent University - International Exchange (Southampton, UK) **Sep 2024 - Feb 2025**

BA, Fashion Management with Marketing | Fashion market research, omnichannel marketing and digital campaign development involving consumer research, fashion branding and digital activations

ADDITIONAL INFORMATION

Languages: English (Professional fluency), Vietnamese (Native), Dutch (Beginner)

Skills: Consumer Insights, Competitive Benchmarking, Brand Positioning, Audience Segmentation, Customer Journey Mapping, Creative Concept Development

Tools: Atlas.ti, Statista, Adobe Photoshop, Canva, Microsoft Office, Wix, GA4, Figma

Interests: Fashion & Consumer Culture · Denim & Circular Fashion · Garment Design & Upcycling · Photography