



LÊ TIẾN THÀNH

Education

Van Lang University 2020 - 2024
- Major: PR - Media Communications
- GPA: 3.0/4.0

Skills

- Languages: English
- Problem Solving
- Office Automation (Microsoft Word, Excel, Powerpoint, etc)
- Data visualization: Tableau
- Social Media Marketing
- Design: Canva

Extracurricular activities

2030 Youth Force VietNam (3/2021 - Present)

Head of external department

- Success applied for funding up to about 40 million VND sponsored by the Center for Sustainable Development Studies (CSDS).
- Sought and managed 10 micro KOL

Movers Programme (September 2021)

Facilitator & Mentor Event

- Organized 4 workshop training about SDGs with over 200 attendee

NEON (11/2020)

Social Media & Event executive

- Managed social media channels to achieve 1000 followers on Instagram in 2 months.
- Created and designed content on TikTok and instagram to grew social channel and influenced on over 4000 student

Experience

The Trainee Club (12/2021 - Present)

A consulting firm whose main product is employer branding for businesses with a student target audience

Product development & Marketing team

- New product development:
- + Conducted market research on the online course sector to assess the market's potential on a broad scale with a revenue growth rate of over 40% per year.
- + Analyzed quantitative data to discover the insights of a target audience of 18-24 year old students
- + Developed a marketing and sales plan to enter the market.

Project manager - Key partner: Nestlé

- Oversaw team of eight members to manufacture communications products for the whole campaign.
- Planned to improve social media communications performance, achieving more than 3,000 reach and 200 engagements per post in campaign
- Administered and created a seeding plan to handle communication risk

IYT (Invest Young Talent) (3/2021-8/2021)

A organization whose major product is webinars for businesses which target audience is students.

Assistant Marketing Manager

- Led 10 members in the marketing department to create communications products for clients campaign.
- Organized and coordinated 5 webinars in 4 months for clients, achieving over 75.000 reach
- Reported and tracked the KPI to improve performance campaign
- Created content and concepts to grow the fanpage to more than 3000 likes in 4 months.

Contact

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