

# HUỖNH GIA LINH

## ABOUT ME

I'm fascinated about turning abstract ideas into stories that people can relate to. In the near future, I expect myself to grow into a Communication role with strong creativity, a storytelling mindset, and strategic thinking, but also as a storyteller who tells brand narratives through campaigns that are emotionally engaging, truly connect with audiences, and leave an impact.

Though I am still early on my journey, I approach every task with wholehearted enthusiasm. I'm eager to learn, grow, and contribute, with the hope of becoming a meaningful part of your esteemed company's development.

## PERSONAL INFORMATION

 14/08/2004  [gialinhhuynh@gmail.com](mailto:gialinhhuynh@gmail.com)  
 0902-885-426  Go Vap, Ho Chi Minh City

## EDUCATION

- Third- year student majoring in Public Relations at Honors Program - Van Lang University
- Accumulated GPA: 3.48/4.0
- English - B2 Level (VSTEP)

## STUDENT'S PROJECTS

### 2025 | Crisis Communication Course

- Analyze PESTEL, stakeholders, ideate social advocacy tactic.

### 2025 | IMC Course

- Crafted big idea, campaign concept & copywriting for the message of key visual.

### 2024 | PR Strategy Course

- Analyze PESTEL, SWOT, risk plan, stakeholders insights & execute tactics.

### 2024 | PR Writing Skills Course

- Write an advertorial & a press release.

### 2024 | Brand Management Course

- Ideate the customer insight, viral clip, characters & new feature of the product.

### 2024 | Copywriting Course

- Ideate the name and script for viral clip & review on Tiktok tactic.

### 2023 | Introduction To Advertising Course

- Crafted the big idea & tagline copywriting.
- Social posts content writer.



## Brand & Communication Intern

## SKILLS

### HARD SKILLS

- Office Computer Skill
- Basic Design (e.g. Canva, Photoshop, Illustrator)
- Content Writing Skill
- Copywriting
- Basic research & analysis

### SOFT SKILLS

- Teamwork & Collaboration
- Flexibility & Adaptability
- Creativity & Proactive

## VIEW MY PORTFOLIO