

CU QUYNH NHU

A fearless girl with a great passion to learn, to grow and to be a leader



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MY PORTFOLIO

EDUCATION

Marketing Management

2021 - 2025

Foreign Trade University (FTU2)

ACTIVITIES

CREAT!O - MARKETING CLUB AT FOREIGN TRADE UNIVERSITY

HUMAN RESOURCES DEPARTMENT

As a HR member for over 3 year, I am nourished in a filled-with love environment which enables me to discover the outer world with support and fulfillment. It transforms me as an apathetic girl who is somehow reckless to become a human-oriented person who loves caring for others. I see my development in human management, emotional control and most importantly the meaning of love

Description

- Responsible for ensuring the staffing of an organisation, as well as employee development and training, performance management, organisational development, and employee relations.
- Ensuring development as well as connecting members. Keep track of each member's performance.
- Organizer of all activities taking place there. Make sure everything is done completely as you lead and plan activities
- Join marketing training courses (Marketing in general, Ways to Build an Integrated Marketing Communications (IMC) Plan, How to Find Customer Insight, Get to Know Client and Agency, Build Proposal,...); interpersonal skills (personal branding, CV,...); basic knowledge of Adobe (Photoshop, Illustrator, Premiere, and After Effect), Office (Word, Powerpoint, Excel, and Outlook), and Google Suite. (Documents, Slides, Sheets, etc.)
- In the recruitment round of 9th term, in charge of personnel recruitment with the registration of more than 300 candidates from Foreign Trade University
- Take responsibility for internal communication (On Facebook fan page "Xó Nhỏ Creatio" and "Creatio Heart")

WORK EXPERIENCES

CINEYOUNG MEDIA 6/2022 - at present

Organize communication projects on social media, Cine Young - production media. Organize and store photos and videos of the school while working with media teams and filmmaking units to encourage enrollment and advertise the institution

PRODUCER/EDITOR/DESIGNER

Description

- Responsible for supervising the creative, technical, and business aspects of a project
- Responsible as a head of human resources, taking care of the entire team and ensuring the process from Pre-Production to Post-Production of a media project
- Participated in producing 2 TVCs (Reached 414 likes and 7.4k views on the UTETV fanpage) and 1 short film. (Reached 7.4k views on the UTETV fanpage)

- Create design sketches and models that communicate the mood, atmosphere, lighting, composition, color, and texture of a film so that all members of the department are on the same page
- Producing more than 10(+) projects that were published to the UTETV fan page

JSC MULTIMEDIA - Multimedia Communication Joint Stock Company

Multimedia is also a big distributor to over 40 local stations in Vietnam market with products ranging from movie, drama, TV game show, reality show.

PHOTOGRAPHER 1/2023 -7/2023

Description

- Photographer for all products from JSC Multimedia: AQUAFINA FASHION WEEK, VIETNAM NEXT TOP MODEL, THE FACE VIETNAM...etc
- Main Photographer for AQUAFINA VIETNAM INTERNATIONAL FASHION WEEK 2023. Responsible for most of visual show's, including Casting to Main Show
- Do all the stages including retouching photos and inserting logos
- Make sure the photo is paid in accordance with the sponsor's benefits
- Connect with Celebs/KOL/KOC to make a beautiful photolook

TIKI COMPANY LIMITED VIETNAM

Tiki is a top retail e-commerce platform in Vietnam, offering not only official products but also a fantastic and speedy shopping experience to all customers.

GRAPHIC DESIGN INTERN 2/2023 -8/2023

Description

- Responsible for most publications on the Ticketbox platform: media articles from small to large.
- Receive KV from TIKI Partnerships such as Zalo Pay, Home Credit, Home Paylater, banks such as OCB, Sacombank,... etc. And edit publications to post on TIKI's commercial platform
- Coordinate with the Marketing team to implement "Zero Cost Marketing Campaigns"
- Made 100+ publications including: Design KV, Edit KV, Adapt KV, Video, Draw Character Story, Media Post...etc for TIKI and Ticketbox

Marketing Executive (Head of Graphic Designer/Digital Media Campaign)

Description

- Responsible for most graphic design publications POSM on the Ticketbox platform including Fanpage, Web (UI/UX Design), Mail, Linkedin... etc
- Support the Content team in coming up with ideas for media posts on Fanpage Ticketbox
- Coordinate with the Content team to come up with ideas for developing Fanpage Ticketbox
- Receive KV Ecommerce from TIKI Partnerships such as Zalo Pay, Home Credit, Home Paylater, banks such as OCB, Sacombank,... etc. And edit publications to post on TIKI's commercial platform
- Support for events on Ticketbox, follow up data marketing
- Refer to trends, come up with ideas to catch trends for the Tiktok platform
- Participate in filming Tiktok
- Manage all social media of Ticketbox (Official Fanpage: 250k follower - 240k likes /Tiktok: 6k followers. 60N likes/Linkedin)

THINKAI LAB 7/2024 - present

Empowering Language Teaching Centers in the Digital Age

Marketing Performance (Lead of Design)

Description

- Responsible for most graphic design publications POSM, Creative Ads on the Think AI Lab platform including Fanpage, Web (UI/UX Design), Mail, Linkedin... etc
- Responsible for most graphic design publications/ video effects in Trùm Chinese App, Practis App, Trùm Japanese app... etc (Edtech from ThinkAI Lab)
- Coordinate with Business Leader and IT Leader make visual UI/UX for Edtech, include B2B and B2C
- Responsible for Branding Guidelines all products of company
- Manage all Fanpage of THINKAI LAB, prepare content for all social media

PHARMACITY JOIN STOCK COMPANY 11/2024 – 3/2025

PHARMACITY is committed to accompany the Government and the community in giving back to society activities that leverage a strong linkage between business operation and create tremendous value for the society, while continuously investing in people and working environment

Employer Branding Intern

Description

- Support website content posting/updating, including recruitment news as requested by the Talent Acquisition Team, Pharmacy Stories (Events, internal activities, awards, etc.), and other company information (Benefits, Core Values, etc.).
- Create content/images about the work environment, company culture, and recruitment news on the company's online media channels to enhance Pharmacy's employer branding and attract candidates.
- Support the implementation of the Internship Program with Colleges/Universities nationwide
- Responsible for all graphic design publications/ video effects/ content for all Social platform (Facebooks, Tiktok, Website, LinkedIn)
- Support the organization and coordination of activities at school programs/events such as: Job fairs, MOU signing ceremonies, Sponsorship activities, Workshops, etc.

SKILLS

- Analytical in judgments and efficient in problem solving
- Excel at critical thinking, decision making and multi-tasking skills Proficient in Microsoft Office: MS Excel, MS PowerPoint, MS Word
- Proficient in Adobe: Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Figma
- Bilingual: fluent in English and Vietnamese
- Another Skills: Procreate