



NGUYEN LE YEN NHI

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SUMMARY

I am currently a third-year university student with a strong interest in Marketing and a growing passion for creative content. Over the past year, I have had the opportunity to gain practical **experience** in **content creation, managing social media platforms, and supporting integrated communication campaigns**. I would be excited to bring this experience to **Circle K Vietnam** by assisting with the production and editing of **short-form videos, writing engaging content for platforms** like Facebook, TikTok, and the website, keeping up with the latest trends to suggest creative ideas that resonate with Gen Z, and collaborating with different teams to ensure smooth and timely campaign execution. My goal is to **contribute to building a dynamic, friendly brand image** for Circle K by creating content that stays on trend while remaining true to the brand's unique personality, helping to strengthen its connection with the community.

WORK EXPERIENCE

Content Creator - Freelance Sep 2024 - Present

- Developed and managed a **TikTok channel (3,4K+ followers)** focused on sharing educational tips for students. Produced **48+ TikTok videos** with a total of **>100K likes, 3 videos surpassed >200K views, and 18+ videos achieved 20K–70K views**.
- Independently built **content plans** and **development strategies, researched audience insights, and produced short-form videos** from scripting to post-production.
- **Collaborated and co-promoted** with educational platforms such as Ybox, AIESEC, Collanote, Lead the change, Bilitube to reach target audiences effectively.

Social Media Assistant - Level Intern Dec 2024

- Supported the team in proposing **content ideas** aligned with **brand direction and campaign goals**.
- Participated in **video shooting, behind-the-scenes photography, and settings** for content production.
- **Designed** posts, edited videos, scheduled and optimized posts across social media platforms including TikTok, Instagram, and Facebook.
- Kept up with social media trends to enhance content virality.
- Assisted in **communication** with partners.

You can click [\[HERE\]](#) to check out some of my hands-on projects (PORTFOLIO)

EDUCATION

UEH UNIVERSITY Aug 2022 - Jan 2026

University of Economics Ho Chi Minh City

- Major in Auditing - GPA 3.0

NGAO ACADEMY Aug 2024 - Oct 2024

Basic and Advanced Content Marketing
Certificate of Completion

EXTRA CURRICULAR ACTIVITIES

- Telesale – Senobe Class (MC Training by MC Xuan Quynh, VTV Café Sáng)
- Campus Ambassador – AIESEC Vietnam (Spring Recruitment 2025 and Global Volunteer Communication Ambassador)
- Student Ambassador – HR Expert Competition (HUC x FTU, Meta Platform)