



CAO HOANG PHUONG NHI

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Binh Thanh District, Ho Chi Minh City

EDUCATION

FOREIGN TRADE UNIVERSITY | HO CHI MINH CAMPUS

2021 - 2025

Bachelor's Degree of International Business Administration

Degree Classification: Very Good

- Student of Five Merits – University Level Awarded in both 2022 & 2023.
- Outstanding Youth Recognition - Received multiple years.
- Numerous certificates for outstanding performance in extracurricular and volunteer activities.
- Recognized regularly at the school and faculty level for positive contributions to student life.

WORK EXPERIENCES

ONWAYS SPORTS FASHION JOINT STOCK COMPANY

07/2024 - 12/2024

Internal Communications Associate

- Spearheaded the planning and execution of 10+ internal events (e.g., team building, employee appreciation days, new branch openings,...).
- Produced multimedia content (graphics, videos, newsletters) to promote company culture, reaching 100% of internal staff via internal communication channels.
- Designed and managed content calendars, scripts, and outlines to launch and grow internal communication channels.

Human Resources Associate

- Wrote job description, posted recruitment news, screened CVs, and scheduled interviews.
- Helped screen 100+ CVs weekly and coordinated interviews for diverse roles, ensuring smooth scheduling and communication between candidates and hiring managers.
- Managed employment contracts and administrative HR paperwork with 100% accuracy, supporting a seamless onboarding process for new hires.

TIKTOK & INSTAGRAM CHANNELS - @nhatkycaphe

08/2023 - Present

Content Creator & Social Media Manager

- Channel Growth:
 - TikTok: 21.5K+ followers
 - Instagram: 12.4K+ followers
- Conceptualized, filmed, and edited engaging lifestyle content featuring cafes, restaurants, and entertainment spots across Vietnam.
- Planned, filmed, and edited 120+ high-quality short-form videos, driving significant follower growth and engagement; accumulated over 380.000 total likes across all videos.
- Managed end-to-end content strategy, including trend research, scripting, agency collaboration, and post-production.
- Tracked and analyzed performance data to refine strategy and maximize reach and engagement.

EXTRACURRICULAR ACTIVITIES

COMMUNIST YOUTH UNION | FOREIGN TRADE UNIVERSITY HCMC

12/2022 – 03/2023

Vice Leader – Organizing Team, FTU2 Traditional Camp

- Led design and execution of event content and format, increasing participant satisfaction to 4.8/5.
- Recruited and managed a cross-functional team of 20+ members, ensuring timely progress and smooth coordination.
- Oversaw on-site event operations, ensuring 100% safety compliance and seamless activity flow.

- Member – Executive Committee, Communist Youth Union, FTU HCMC**

10/2021 – 05/2023

 - Planned and implemented campaigns aligned with organizational goals, reaching over 1,000 students.
 - Coordinated tasks across multiple Youth Union branches to maintain consistent execution of initiatives.
- Class Youth Union Secretary – Class K60A**

10/2021 – 04/2025

 - Served as liaison between 50+ students and the Youth Union, driving engagement through regular activities and communications.
- Communication & Technical Team Member – FTUer IT’S ME & FTU’S DAY**

2022

 - Created visual and written content across Facebook, TikTok, and websites, boosting event visibility and engagement.
 - Supported multimedia production, including photography and video editing, to enhance promotional efforts.
- Application Round Lead – HR Recruitment**

08/2022 – 11/2022

 - Designed and executed recruitment campaigns attracting 100+ applicants.
 - Conducted initial screenings and provided strategic insights to improve recruitment quality and team fit.

SKILL SETS

Language: English (Good), Chinese (Process).

Technical Skills: Microsoft Office Word, Excel, PowerPoint, Canva, Capcut, Photoshop.