



# Nguyễn Nhật Thành Nhân



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## SUMMARY

Three years of experience developing adaptability and versatility across multiple roles. Proven leadership skills gained through team management. Strong communication and negotiation skills for effective stakeholder collaboration.

## SKILLS

**Leadership, effective teamwork**

**Strong communication and presentation skills**

**Time management and ability to work under pressure**

**Creativity and problem-solving skills**

## EDUCATION

**Hoa Sen University**

Bachelor of Marketing (Class of 2018)

## AFTER-SCHOOL ACTIVITIES

**Hoa Sen University, Faculty of Economics and Management**

**Executive Committee Member**

- Planned, organized, and executed annual charity and skills development programs for students.
- Frequency: 7 programs/year

**Founder and Leader of Media Club**

**UP - Nguyen Khuyen Media Club**

- The Nguyen Khuyen High School media club, established in 2018, focuses on disseminating information and promoting the school's image. The club is also expanding into areas such as filmmaking and podcasting.

## EXPERIENCE

**MCV Shoppertainment**

**Account/Content Creator Management**

**January 2025 - March 2025**

- Cultivated and **managed relationships** with a portfolio of 200+ corporate clients, spanning various sectors
- Demonstrated ability to lead and execute successful marketing campaigns and projects
- Skilled in analyzing campaign performance data and generating comprehensive reports
- Spearheaded the development of comprehensive content roadmaps for digital creators, aligning with platform algorithms and audience trends
- Conducted in-depth content audits and competitive analyses, providing actionable insights to improve content effectiveness and reach
- Implemented training programs and workshops to enhance the skills of creative team members, leading to a 30% improvement in content quality.
- Utilized analytical tools to track and report on campaign effectiveness, providing actionable insights
- Recruited, onboarded, and managed a diverse team of tiktok content creators, ensuring consistent delivery of high-quality content.
- Planned, coordinated, and executed live broadcasts, ensuring engaging content and high interaction.
- Organized and coordinated large-scale live streaming sessions featuring top KOLs such as Truong Giang, Xuan Nghi, Viruss,...



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## EXPERIENCE

### Account/Producer - Freelance

#### Team Leader

August 2023 - Now

- **Developed** and led a team (10-20 members) to produce videos covering corporate, music, event, narration, training, and television programs.
- **Collaborated** with the marketing team to develop directions and strategies for project delivery.
- Notable clients included:
  - **VTV7 IELTS FACE-OFF** (Full Season 11)
  - **KYMCO Motor** (4 series/year)
  - **Victoria International School** (15-20 videos/month)
  - **Heniken campaign Tet 2025**
  - Small and medium-sized **F&B businesses**
- Established workflows and **coordinated** pre-production, filming, and post-production stages.
- Customized videos for various social media platforms (YouTube, TikTok, Facebook, etc.).
- Provided direction and allocated personnel to ensure project deadlines were met.
- Managed the archiving of media assets for long-term use.
- **Communicated** and maintained relationships with clients to improve quality after each project.

### TEB Communications

#### Assistant to Director of Content & Production

February 2024 - December 2024

- Developed content direction for products within the "Why You Run" content series (16 podcast videos) in partnership with Ngu Hanh Beer and Adidas on YouTube and TikTok.
- Selected and curated content, identifying best cuts for promotion across social media platforms (Reels, TikTok).
- Scheduled and managed pre-production and post-production timelines to ensure adherence to deadlines.
- Reported on campaign performance metrics and provided recommendations to improve both the visual and content quality of the campaign.

### Toyota Ly Thuong Kiet Co., Ltd.

#### Media Team Leader (Freelance)

November 2022 - August 2024

- Planned and developed a team, establishing efficient workflows for each production stage.
- Produced product advertising videos for the company's social media platforms (10-15 videos/month).
- Measured the communication effectiveness of produced videos through advertising metrics (averaging 10,000 reach and 2,000 views per video).
- Developed content strategies aligned with current trends and enhanced the Toyota LTK brand presence across social media platforms.
- Allocated personnel to meet the needs of four branches and the Marketing Department's strategy.
- Provided on-set support to sales staff during filming.

### Insurance Company - Sun Life

#### Assistant Branch Manager

March 2023 - March 2024

- Identified and segmented customer profiles.
- Analyzed customer purchasing behavior and supported staff in developing outreach and engagement strategies.
- Developed monthly business strategies and supported the team in creating business strategies to achieve KPIs (VND 140 million/month).
- Proposed and planned offline customer acquisition activities.
- Coordinated activation events at shopping malls.
- Managed and distributed gifts to customers.
- Managed a team of 10 people.
- Organized events at shopping malls to reach diverse customer segments