



# NGUYỄN NHÃ HIẾU

## BRAND & COMMUNICATION INTERN

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### ABOUT ME

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I'm a third-year undergraduate student majoring in Business Administration, with a strong interest in **Communications and Creativity**. I have hands-on experience in **negotiation and communication** through participating in **fundraising activities**. As a **planning executive**, I contributed to developing event timelines and communication strategies.

### EDUCATION

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University of Economics Ho Chi Minh City (UEH)

2022 - Present

Major: Business Administration | GPA: 3.48/4.00

### WORK EXPERIENCE

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**AEON Việt Nam**

May 2025 - July 2025

**Sustainability Communication Intern**

*Supported the execution of CSR initiatives to raise public awareness and strengthen the brand's commitment to sustainable development*

#### [1] Content Development & Communications

- Conducted research and developed content for social media posts and website articles
- Wrote content that reflected the campaign's message and brand voice
- Transformed collected data into content outlines for communications
- Prepared communication materials, including event speeches

#### [2] Creative Materials & Visuals

- Assisted in developing key visuals and graphic assets by analyzing visual concepts and providing creative input
- Drafted photo briefs and coordinated with photographers during CSR events

#### [3] Data & Research

- Researched and collected relevant data for communications use
- Collected and analyzed performance data of CSR initiatives across 9 stores using Power BI and Excel pivot tables to evaluate impact and propose improvements

### ADDITIONAL INFORMATION

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- **Skills:** Problem solving; Teamwork; Communication planning; Project management; Proficient in Google Workspace, Canva, Capcut; Good at Microsoft Office
- **Certificates:** IC3 GS5, TOEIC 790
- **Awards:** Second Prize – UEH Young Researchers Award - Green branding and its appeal to the young generation: Insights from green marketing mix, green brand values to consumer attitudes toward green brands

## EXTRACURRICULAR ACTIVITIES

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- **UEH Social Work Team**  
**Vice President**

November 2024 - Present

**Key responsibilities:** Directly organized volunteer programs to encourage youth spirit among students and support the community.

### [1] Program Coordination & Execution

- Served as a core organizing member for volunteer programs such as Warm Winter – Dream Christmas Tree and the January 2025 Campaign – Spring Volunteer
- Participated in planning and implementing the “Creative Youth Volunteer Model – S-MODEL” program.
- Contributed to the overall execution of events, including logistics, timeline management, and team coordination

### [2] Fundraising & Sponsorship

- Wrote sponsorship proposals that matched the goals and audience of each program.
- Looked for sponsors and talked with donors to help the program receive support and resources.
- Maintained sponsor relationships throughout program execution

### [3] Team Operations & Management

- Took part in managing core team operations, including program planning, giving tasks to members, and checking progress.
- Looked for sponsors and talked with donors to help the program receive support and resources.
- Supported internal communication to ensure team alignment and efficiency.

- **Guitar Club – UEHG**  
**Vice Head of Communications – Executive Member**

July 2024 - April 2025

**Key responsibilities:** Planned communication strategy and implemented content campaigns to increase visibility among students and music enthusiasts through social media platforms.

### [1] Communication Planning

- Conducted analysis and clarified program objectives to build suitable and effective content plans
- Developed communication plans for each program, including project management and appropriate task assignment for team members
- Seeded content in student groups to increase awareness and engagement

### [2] Creative Materials & Visuals

- Drafted briefs, scripts and ideas for communication materials
- Handled event photography to capture key moments, ensure brand guidelines

### [3] Content Team Coordination

- Assigned tasks and coordinated team workflow to ensure smooth content production.
- Monitored deadlines and tracked progress of content deliverables.
- Reviewed and quality-checked content