

# Tran Bao Phuong Ha



## PERSONAL STATEMENT

As a PR Executive at a leading retail corporation with diverse business models, I have honed my skills in crafting impactful PR campaigns, building strong media relationships, and developing innovative partnerships that drive brand visibility and engagement. With a passion for a results-oriented approach, I am eager to contribute to the success of the team while advancing my career.

## Profile

- 20/08/2001
- 0865 87 87 85
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- District 4, HCMC

## Skills

### Computer skills

- Adobe (Photoshop, Premiere), Lightroom, Canva
- Writing and Editing
- Microsoft Office (Word, Excel, PowerPoint)

### Other skills and interests:

- Planning and Event Organizing Skills
- Communication Skills
- Media Relations
- Time management
- Motivation to learn new things
- Teamwork: enjoy working in both team environments and independently

## Language

- Native: Vietnamese
- Advanced: English

## Education

- University of Economics and Finance - UEF** 2019 - 2023  
International Relations/International Journalism
- Lego Education Vietnam** 09 - 11/2022  
Planning and Teaching class of STEM Lego Education

## Work experience

- PR Executive** 10/2023 - present  
Saigon Co.op
  - Coordinate with cross-functional teams to develop marketing strategies and campaigns.
  - Event communication: Manage and lead PR events, press conferences, signing ceremonies, media products,...
  - Public relations:
    - Plan and produce PR materials including press releases, PR articles, keynote speeches, MC scripts, and advisory content for interviews with the press for leaders at all levels.
    - Process PR contracts, monitor payment process, follow up every other admin tasks related to duties.
    - Periodically report on PR activities, analyze and evaluate effectiveness..
    - Register and participate in business awards for Co.op.
  - Media partnership: Develop existing media relations and setting up new ones.
  - Agency management: coordinate with external agencies for PR bookings and media clipping, ensure efficient collaboration with agencies and oversee their performance.
  - Handling crisis communication.
  - Collaborate with internal departments to execute the team's project at their optimal level.
  - Experienced in opening bidding.
  - Carry out other tasks as requested by the Line managers.

- Journalist (Internship)** 02/2023 - 10/2023  
People's Army Newspaper (Báo Quân đội Nhân dân)
  - Interviewed, investigated stories, and gathered information focusing on culture.
  - Pitched and composed news pieces for online and print news.
  - Established contacts and sources for use in future research.

- Journalist (Intership)** 09 - 11/2022  
Nhan Dan Newspaper (Báo Nhân dân)
  - Investigated and gathered information.
  - Attended meetings, conferences, and industry events.
  - Monitored, assessed, and reported on daily news and reports within assigned coverage beats.