



MAI ANH THU

BRAND & COMMUNICATION INTERN

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SUMMARY

A senior in Professional Communication with hands-on experience in internal communications, creative ideas creation, and event coordination. Looking for a Brand & Communication role to leverage my skills while gaining deeper insights into a professional environment. In the long term, I strive to achieve the position of Brand & Communication Manager, making a measurable and successful impact.

EDUCATION

Bachelor of Professional Communication	02/2022 - 02/2026 (Expected)
RMIT University Vietnam	
Nguyen Thi Minh Khai High School	2018 - 2021

RELEVANT EXPERIENCE

<u>RMIT MASS MEDIA CLUB</u>	10/2022 - 06/2024
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Assistant Manager of Operation Department

Responsibilities:

- Conceptualized and executed creative ideas for internal events, from ideation through on-site coordination.
- Supported the creation and scheduling of social media content specifically tailored for those internal events.
- Maintained team communications across departments and with external collaborators.
- Designed promotional materials using Canva.

Achievements:

- Successfully conceptualized and executed 16+ engaging internal events, contributing to strong member engagement and satisfaction.
- Supported award-winning campaigns: Best Creative Club of the Semester, People's Choice Award.

Successfully collaborated with external events:

<u>Operation Member of Anybody's Anything 2023 Music Festival & Exhibition</u>	02/2023 - 10/2023
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Responsibilities:

- Developed creative communication strategies and managed online/offline promotion.
- Oversaw partner relations with 40+ external organizations.
- Coordinated backstage operations and supported event logistics.

Achievements:

- Helped attract over 1000 attendees through strategic communications.
- Successfully won the award: Event of The Year 2023 and collaborated with singer Hoàng Thùy Linh to donate 100 million VND to Vietnamese children and elderly people in various cities and provinces.

<u>Operation Member of RMIT Recruitment Week & Summer Job Fair 2023</u>	02/2023 - 05/2023
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Responsibilities:

- Created creative ideas and executed event communications plans.
- Designed booth layouts and creative activities.
- Executing both events, collaborating with our clients: RMIT Career department and 15+ external companies.

Achievements:

- Designed and executed creative booth activities at a large-scale recruitment fair, attracting 340+ attendees and enhancing networking opportunities for students and alumni.
- Facilitated smooth collaboration with 15+ external companies and the RMIT Career Department, ensuring efficient coordination and exceptional event execution.

Assistant Manager of Planning Department

Responsibilities:

- Produced promotional content in both Vietnamese and English.
- Supervised a 50-member team; ensured communication flow across departments.

Achievements:

- Developed creative concepts and promotional activities that boosted event awareness and attendance by 80%.
- Resolved last-minute logistical challenges by adapting to unforeseen circumstances, maintaining smooth event execution.

SKILLS

- **Languages:** Fluent in English and Vietnamese.
- **Tools:** Canva, Capcut (advanced), basic Adobe Photoshop.
- **Hard Skills:** Bilingual communication, content creation, event planning & execution, on-camera presence.
- **Soft Skills:** Creative thinking and trend awareness, strong communication, adaptability, attention to detail, public speaking.