



# LÊ TRẦN YẾN NHI

## BRAND & COMMUNICATION SPECIALIST

### CONTACT

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### EDUCATION

#### Ho Chi Minh City University of Foreign Languages - Information Technology

Faculty of International Relations - Major in Public Relations

GPA: 3.0/4.0

### SKILLS



- Planning
- Public Speaking
- Team Management
- Time Management

### CERTIFICATE

Microsoft office specialist MOS Word  
Microsoft office specialist MOS Excel

### PROFILE

I am a final-year student majoring in Public Relations, and I have gained valuable experience through hands-on communication and marketing projects. I am confident in my ability to build and develop brand images, combining my skills in communication, creativity, and teamwork to create effective communication campaigns. I hope to apply my knowledge and experience to contribute to the sustainable growth of your company's brand.

### WORK EXPERIENCE

#### 2022 Staff at Warning Zone

Responsible for greeting and serving customers, providing recommendations on menu items, and handling inquiries and payments, including those from international guests.

#### 2023 - 2024 Brand strategy from subjects

- Organizational Development and Community Relations: GPA 4.00
- Communication Culture: GPA 4.00
- Media Production Process: GPA 4.00
- Communication Content Writing: GPA 4.00
- Public Relations Text Drafting: GPA 3.5
- Photography - Videography: GPA 4.0
- Trade Marketing: GPA 4.00

#### 2024 - 2025 Talkshow "From Candidate To Employee" I HUFLIT

Project Manager

- The program's topics revolve around CV writing and how to make a good impression on employers.
- Responsibilities: Human resource management, operational planning, responsible for editing & proofreading content, adjusting publications, contacting & communicating directly with speakers, MCs, and talents.

#### 2024 - 2025 Talkshow Account: "Hiểu nghề - Hiểu người" I HUFLIT

Media Manager

- The program's theme revolves around the field of maintaining good relationships between businesses and customers.
- Responsibilities: Human resource management, communication planning, fanpage administrator, content writing, responsible for editing & proofreading content before posting.

#### 2025 Tutor - Grade 1

Subjects: Math, English, Vietnamese

Responsibilities: Convey knowledge and skills, assess & monitor student progress, assess and monitor student progress.