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## EDUCATION

Foreign Trade University, HCMC Campus  
Major: Integrated Marketing Communication  
Third-year student  
Current GPA: 3.1/4.0

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## EXPERIENCE (PORTFOLIO: [HTTPS://PHUONGLAN0104.MY.CANVA.SITE/PORT-FOLIO](https://phuonglan0104.my.canva.site/port-folio) )

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### MARCOM DEPT IN SKILL & EVENT CLUB - FTUYOURS, FTUHCMC

#### FTUCharm - 'Cuoc thi Duyen dang Ngoai thuong 2025' | Content Consultant

(Sep 2024 - Present)

*Key Skills: Social Media Management | Content Creation | Trend Monitoring | Audience Engagement | Event Marketing | Cross-Functional Collaboration*

##### \*\*\*Key Achievement:

- Supported the planning and execution of omni-channel social media strategies across Facebook, TikTok, and website, contributing to over 2M reach and 300K engagements, and helping increase brand awareness by 15% within 4 months.
- Assisted in TikTok content creation, scheduling, and trend research during a 5-month campaign that achieved 2.5M+ reach, 250K+ engagements, and 3,000+ new followers.
- Developed and wrote scripts for viral videos, including one with 33K+ views and 430+ shares, enhancing audience engagement and brand visibility.
- Collaborated on producing, shooting, and editing short-form videos and photos for social media campaigns, reaching 400K+ and gaining 2K+ engagements.
- Supported marketing campaigns for 5+ offline events, coordinating social media activities and event promotions to attract 1,500+ attendees and achieve a 90% satisfaction rate.

#### FTUCharm - 'Cuoc thi Duyen dang Ngoai thuong 2023' | Content Leader

(Feb 2023 - May 2023)

*Key Skills: Social Media Content Management | Multimedia Coordination | Sponsorship & Media Partnership Development | KOL & Influencer Collaboration | Brand Awareness Enhancement | Cross-Functional Team Collaboration*

##### \*\*\*Key Achievement:

- Organized and managed a sub-competition with +80 participants, driving strong community engagement and brand awareness.
- Managed and coordinated multimedia content for Facebook, TikTok, and website channels to support communication activities.
- 3 million reach, 300,000+ engagements, with 70+ contestants and 1,500+ attendees engaging with the content. Partnered with the External Relations Department to create a proposal for attracting sponsors and media partners; secured 35 sponsors and 30 media partners, generating over 400+ million VND, and facilitated a valuable collaboration with UniMedia.
- Gained extensive experience collaborating with 20+ KOLs/Influencers and the judging panel, contributing to the competition's success.

#### CONTENT CREATOR ON TIKTOK | @chiemhailem

(Aug 2023 - Present)

##### \*\*\*Key Achievement:

- Developed student life content that achieved 500K+ average video views, with top-performing clips reaching 128K views, increasing Gen Z engagement and community connection.

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## SKILLS

- **CapCut:** Skilled in editing engaging short videos for TikTok and Facebook campaigns
- **Canva:** Experienced in designing creative visuals aligned with brand style
- **Microsoft Office Suite:** Proficient in drafting content, organizing data, and preparing presentations
- **Google Workspace:** Collaborative content creation and efficient file management
- **Meta Business Suite:** Managing and scheduling posts on Facebook and Instagram to maximize engagement