

# RESUME

[\[LINK TO MY PORTFOLIO\]](#)



*Huynh Thao Phuong*

JAN 2023 - NOV 2024

[BRAND & COMMUNICATION INTERN]

Greetings! I'm Phuong, a junior PR major at Van Lang University with a fresh perspective, ready to contribute creative energy to the communications sphere and transform ideas into impactful campaigns. Always eager to learn and armed with a positive mindset, I'm here to make imaginations work wonders.

## WORK EXPERIENCE

HONORS PROGRAM, VAN LANG UNIVERSITY

→ **Content Creator**

- Generated engaging content across various formats (e.g., social media posts, articles, captions) to enhance student engagement and promote the Honors Program.
- Developed and executed monthly communication plans, encompassing content strategy and deadline management, to support the Creative Content, Student Activities, and Admissions pillars.

→ **Video Editor**

- Developed video scripts and produced videos for event recaps, student projects, and weekly reels, demonstrating storytelling through visual media.

→ **Photographer & Designer**

- Developed visual content accompanied by compelling captions and descriptions for social media platforms. Created vibrant visual communication assets that effectively conveyed key messages.

→ CONTRIBUTED TO GAINING 2000+ NEW FOLLOWERS.

## EDUCATION & CERTIFICATIONS

VAN LANG UNIVERSITY2022 - NOW

- Third-year Student - Public Relations Major. GPA 3.62/4

RUNNER-UP CLICK! PR 2024AUG 2024

- Production member of the 5TING! team, involved in developing innovative ideas and designing communication materials for the Tet PR campaign.

English | B2 Level - 7.0 Score (VSTEP)OCT 2023

## MY VALUE



Digital Design Principles

Time management

Attention to details

MS Office

## & SKILLS



Good Team Player

Aesthetic sense

Idea & Creation

Photography