

# VU PHUONG LINH

## Brand & Communication Intern



### CONTACT

- ☎ 0356 455 763
- ✉ phuonglinhvu763@gmail.com
- 🌐 [www.linkedin.com/in/phuonglinh-vu](https://www.linkedin.com/in/phuonglinh-vu)
- 📍 Le Đức Thọ Street, Ward 6, Go Vap District, HCM City

### EDUCATION

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

International Relations 2021 - 2025

- Major in **Public Relations**
- Excellent Student for academic year 2023 - 2024
- GPA 2023 - 2024: **3.3 (8.25/10)**

### SKILLS

- Social Media Management
- Content Creation
- Executive Planning
- Videography and Photography
- Time Management

### SOFTWARE



CapCut



### CERTIFICATE

2024 Microsoft Office Specialist

### MY GOALS

I want to sharpen my content creation skills by working directly on real social media campaigns and exploring how brands connect with Gen Z audiences. I'm eager to learn from experienced creatives, contribute fresh ideas, and take on challenges that push my creativity. This internship is the perfect step for me to turn passion into practice.

### WORK AND EVENTS EXPERIENCE

12/  
2024 -  
03/  
2025

#### CELEB GROUP

##### SOCIAL MEDIA INTERN

- Planned weekly content and managed YouTube, Fanpage, and TikTok channels to boost engagement.
- Analyzed performance data, wrote campaign reports, and proposed improvements based on audience insights.
- Collaborated with creative team to maintain content quality and schedule consistency.
- Researched Douyin's sales trends and user behavior to support future strategy development.

12/  
2024

#### TDP IELTS

##### COLLABORATOR - MARKETING TEAM

- Support the organization and operation of consultation booths at university campuses.
- Prepare event materials, gifts, and necessary supplies.
- Assist in data collection, analysis, and reporting related to Trade activities.

04/  
2024

#### TALKSHOW ANH PR CHƯA? TÔI QUẢNG CÁO RỒI!

##### MEDIA TEAM MEMBER

- Contribute ideas & support to prepare paperwork
- Write content on social media
- Manage, respond and interact with users
- On-Site Coordination and Management

04/  
2024

#### SMART CITY ASIA 2024

##### EVENT STAFF

- Take a position at the check-in area to participate in the event for guests visit, ensure that the registration processes run smoothly

12/  
2023

#### HOZO INTERNATIONAL MUSIC FESTIVAL 2023

##### COLLABORATOR - MACOM TEAM

- Support for filming and editing 5 TikTok short clips
- Support team members to get sources from artists and audiences from rehearsal to on-air.

04/  
2023

#### CHARITY PROGRAM “MỘT CHÚT ẨM ÁP!”

##### MEDIA TEAM MEMBER

- Write article to raise funds for the program
- Organize activities and games for the children

[CLICK HERE TO VIEW MY PORTFOLIO FOR MORE DETAILS!](#)