

NGUYEN THI TRUC HOA

BRAND & COMMUNICATION INTERN

I am an enthusiastic student majoring in International Relations who is creative and curious about creative. I joined the University's Media and Event Organizing group to begin working in the media. My objective for the following six months is to be able to adjust and perform well under the demands of the role according to my real-world experiences when I joined the club. In addition, I will try my best to complete the internship and provide outstanding support to your business.



PORTFOLIO



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Truc Hoa Nguyen

EDUCATION

2021 - now

UNIVERSITY OF SOCIAL SCIENCES & HUMANITIES - HCM

Major in International Relations

GPA: 3.2/4.0 (last semes)

HARD SKILLS

- Social media managing
- Microsoft office
- English (fluent)

SOFT SKILLS

- Problem solving skills
- Teamwork skills
- Communications skills

ACHIEVEMENTS

- Top 4 best video in the competition introducing team images with the theme Hanh trinh mua xanh 2024
- Building and supporting the development of the fanpage from 18k followers to 30k followers.
- Team leader with outstanding achievements in Mua he xanh Campaign 2024 in Ho Chi Minh City.

SOFTWARE



EXPERIENCES

VAN MINH HOC DUONG CLUB

Apr 2022 - Sep 2024



SOCIAL MEDIA MANAGER - HEAD OF MEDIA

Project management

- Planning and excuting Communications Plan on social media platforms.
- Managing all media projects
- Working with Design team, Event team, Content team to create assets and manage project
- Managing the club image by quality checking the assets



SOCIAL MEDIA CREATIVE

- Building and executing communications plan for projects (annual events, media project)
- Planning creative content on Van Minh Hoc duong fanpage
- Editing and design artwork on social media platforms (Facebook, Instagram)

ACTIVITIES



LEADER OF MUA HE XANH CAMPAIGN 2024 - VAN MINH HOC DUONG TEAM

Jun 2024 - Aug 2024

- Planning and manage project along with internal and external communications to call for sponsorship
- Gain nearly 100.000.000 VND (cash donation, item donation)



LEADER OF THE GENCELEBRATING MEDIA TEAM - COLLABORATION WITH GENFEST 2023

Nov 2023

- Planning and excuting Communications Plan on social media platforms (Facebook, Instagram)
- Gain over 4300 followers reached and nearly 700 participants checked in at the backdrop



LEADER OF MEDIA TEAM FOR THE MO MIND UNITOUR PROJECT - ORGANIZED BY MMUSIC

Jun 2023

- Planning and manage Communications Plan on the topic Gender
- Gain nearly 1000 followers and over 300 participants